

BRITONS DUB ALONG ON LOW-POWER CARS

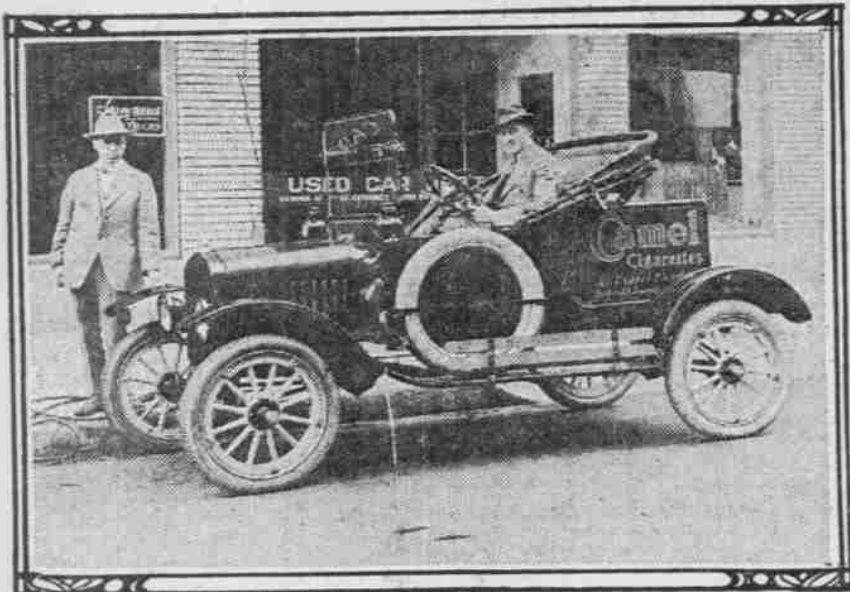
Machines Over There Would
Seem Like Toys Here.

HILLS IN ENGLAND FEW

Business and Professional Men of
Great Britain Travel Behind
10 to 12 Horse Power.

The difference in the requirement on
automobiles in England and the United
States is illustrated by a reading of the
motor and cycle transport of the
London Daily Mail, the newspaper
which has offered a prize of \$50,000 for

LATEST ADDITION TO TOBACCO CONCERN'S HUGE FLEET OF FORD
ROADSTERS.



This roadster was sold last week by E. L. McKern (at left), salesman for the
Palmer Garage company, to the R. J. Reynolds Tobacco company. This concern
now owns and operates 743 Ford roadsters in the United States.

the first non-stop flight across the At-
lantic ocean.

England, which is a compact country
of short distances and few hills, ab-
sorbs many motor cars of a horse
power that would not be considered in
the United States. A recent copy of
the Daily Mail, received by the Amer-
ican Automobile company, gives some
interesting figures in that connection.

The Austin Motor company, Ltd., of
Northfield, England, advertises the Aus-
tin 20, built in touring car, coupe and
landaulet models. The advertisement
states that this car is sold by agents
in all parts of the world and that 250-
000,000 worth of cars have been sold
already. In comparison the Maxwell
factory sells about \$20,000,000 worth of
Maxwell cars every week. Ralph Shar-
fer, vice-president of the American Au-
tomobile company, says:

Only 12 Horsepower.

The Swift 12-horsepower car is an-
other machine offered for considera-
tion of residents of the United King-
dom. Its advertisement sets forth that
"from the old 7-horsepower single-cyl-
inder to the new 12-horsepower, four-
cylinder Swift is a very big jump, but
there is every indication the new car
will be just as popular as its ancestor."

The Guy two-ton truck has a horse-
power of 25, which is deemed ample
for the roads of England, but which
will not take a loaded truck far on
some of the roads of western Washing-
ton. The Guy company, said to be one
of the largest in all England, makes
but the one model of truck.

Messrs. Humber Ltd., of Coventry
are among the famous airplane manu-
facturers of England, according to their
announcement. They built many 250-
horsepower airplane engines for the
English government and turned out
entire fleets of planes. They are an-
nouncing a new Humber automobile,
which has 10 horsepower for both tour-
ing car and roadster models.

They say of this car: "Though ex-
tremely moderate in initial outlay and
running expense this is no light run-
about which jumps in movement. It is
a motor car in the true sense of the
word. Humber, Ltd., are famous the
world over for their bodywork; when
they erected their present works at
Coventry in 1908 they had the largest
body building shop in the country. The
10-horsepower specialty to which atten-
tion is directed gives expression to all
their skill and quality in workmanship.
This is the car which, with a coupe
body, is so widely used by doctors, and
by professional and business men in
general."

Another Has Only 9 1/2.

The only advertisement in the Lon-
don paper that gives the price of the
car is that of the Crouch light car. It
sells for \$1175, but its horsepower is
not given. The Wolseley Motors, Ltd.,
advertise that they manufacture models
varying from 20 to 40 horsepower, the
range covered by the most of the cars
manufactured in the United States.

The car that is advertised with the
lowest horsepower is the Standard
manufactured by the Standard Motor
company, Ltd., of Coventry. It has 9 1/2
horsepower and is advertised as pos-
sessing "economy, stability, sufficiency
of power and roomy comfort." The
Hillman car has 11 horsepower and like
nearly all English cars is advertised
as electrically equipped.

In the news section of the Daily Mail
appears this significant announce-
ment: "The latest newcomer on the
English market is the 16 to 20-horse-
power Cubitt. The car is a frank at-
tempt to compete with the low-priced
American car which has obtained such
a hold on the English market, and with
a five-seated body, spare wheel and
tire, all ordinary equipment and elec-
tric lighting and starting, the price of
the Cubitt is \$1495."

In contrast with the light, low-pow-
ered English cars, there is probably not
a standard-gauge automobile, manu-
factured in the United States with less
than 20-horsepower rating.



A NEW wrinkle to be inaugurated
this year in the floral parade will
give a whole section entirely to motor-
cycles and bicycles, with cash prizes
for the most artistic and tastefully
decorated vehicles. If a business house
or firm wishes to enter it may do so,
but firm name must be worked out at-
tractively in flowers. George T. Strine,
of the Merrill-Strine Cycle company,
has been appointed marshal of the motor-
cycle and bicycle section, and he
promises that it will be some section.

All entries should refer to Mr. Strine
for information.

Seattle was well represented at the
motorcycle races at the Rose City
speedway last Friday and Sunday.
More than 150 machines came down
from the Puget sound country, most of
them from Seattle and Tacoma, al-
though Chehalis, Everett, Bellingham
and other Washington towns were also
among those sending delegates. They
stayed over the week-end and left
Portland declaring that these races
were certainly the best ever held in
the northwest. A few of the prominent
figures among them were: Louis Von
Wassner, Earl Armstrong, both of the
Excelsior Motorcycle & Bicycle com-
pany; Fred Mercer, representing the
Indian; Mr. Hirsch, representing the
Harley-Davidson; Ted White and Frank
Pierce, all of Seattle; Mr. Gabriel, rep-
resenting the Excelsior, Henderson and
Cleveland agencies, and Ray Day, rep-
resenting the Indian, both from Ta-
coma, and the Price brothers of Ever-
ett. Southern Oregon, not to be back-
ward, also came in full force, as was
testified by the presence of Clyde
Fluke of Eugene, Harry Scott of Salem,
and many other Oregon riders and de-
alers. The riders were well pleased with
the prizes they received, which were
much larger than any yet distributed
in any race meet heretofore held in
the northwest.

To show their appreciation of the
visitors' journey to Portland to attend
the races given under its auspices, the

FEDERAL

DOUBLE CABLE BASE CORD TIRES



The Double-Cable-Base consists
of four twisted steel cables running
through the base of the tire, hold-
ing it firmly to the rim, preventing
side shifting; the toe of the bead
can not pinch the tube; the tire can-
not blow off the rim, and rim cuts
and blow outs just above the rim
are prevented.

This firmness means more miles
and less repairs and spells economy.

Economy and Satisfaction

Federal Cord Tires are built to stand
the brunt of many miles of road wear.

Strong cords run transversely in
layers to withstand punctures, each
layer impregnated with live rubber
to give resiliency and all moulded to
form under air pressure to insure com-
pactness and durability.

More miles — easier riding — less
trouble — greater satisfaction — less
ultimate cost — all are yours when you
use Federal Cord Tires.

The Federal Rubber Co. of Illinois, Factories, Cudahy, Wis.

Oregon Vulcanizing Co.

333-335 Burnside St.

BIG MEN BACK LEXINGTON

LEADERS IN AUTO INDUSTRY IN
ORGANIZATION.

Isaac Brunn, Lexington Dealer Here,
Tells How Ten Large Plants
Aid in Building Car.

"Never in the history of the automo-
bile industry has the organization be-
hind the car been more important than
at the present moment," says Isaac
Brunn, of the Brunn Motor Car Co.,
Lexington dealer here.

"Entering as we are upon a nation-
wide and world-wide reconstruction
era, it behooves merchants in all lines
to make doubly sure of the stability,
progressiveness and foresightedness of
the manufacturers, from whom they
buy their stock in trade.

"This applies with particular force
to motor merchants. Lexington motor
cars are produced by one of the strong-
est manufacturing groups in the world
through the unique affiliation of 10
big plants which specialize exclusively
in automobile units. The Lexington
Minute-Man Six enjoys an impregnable
position and we have every reason to
believe that it will be in the future as
it has always been in the past the best
dollar-for-dollar value on the market."

Colorado Road Bonds.

A \$5,000,000 highway bond issue was
referred to the voters of the state by
the recently adjourned Colorado leg-
islature. The measure provides for a tax
on gasoline, and increase in motor
registration fees and a special mill
tax levy on property. The vote will
take place in 1920.

The Utah road commission has ap-
proved the expenditure of \$463,749 for
the construction of 240 miles of road
in or leading to national forests.

Auto Electric Equipment Co.

Sixth and Burnside
Phone Broadway 1073

NEW LOCATION AFTER
JULY 1st WILL BE AT
BROADWAY AND FLANDERS

We give service on any make of
Storage Battery

Stock of Prest-O-Lite and Willard
Storage Batteries

FIT A BETHLEHEM to YOUR BUSINESS

Enlist a Bethlehem in your eternal, internal
battle against the ever-present overhead
expense.

Retail merchants have found that Bethlehem in-
creased delivery radius brings increased business.

Farmers have found by shipping via Bethlehem
their produce arrives in better condition and com-
mands higher prices.

Large department stores operating fleets of trucks have
proved Bethlehem efficiency and economy on short hauls in
traffic-crowded cities.

The big 3 1/2-ton Bethlehem has surprised transportation
managers with its enduring economy.

Bethlehem performance has established new truck service
standards in every industry.

And the reasons for Bethlehem performance are built into
every Bethlehem.

Electric Starting and Lighting, a husky, enduringly powerful
motor, superstrong frame construction, the drive shaft
steady bearing and the finish and fineness of a limousine, all
combine to make Bethlehem Dependable Delivery a year-in-
year-out, rain-or-shine surety.

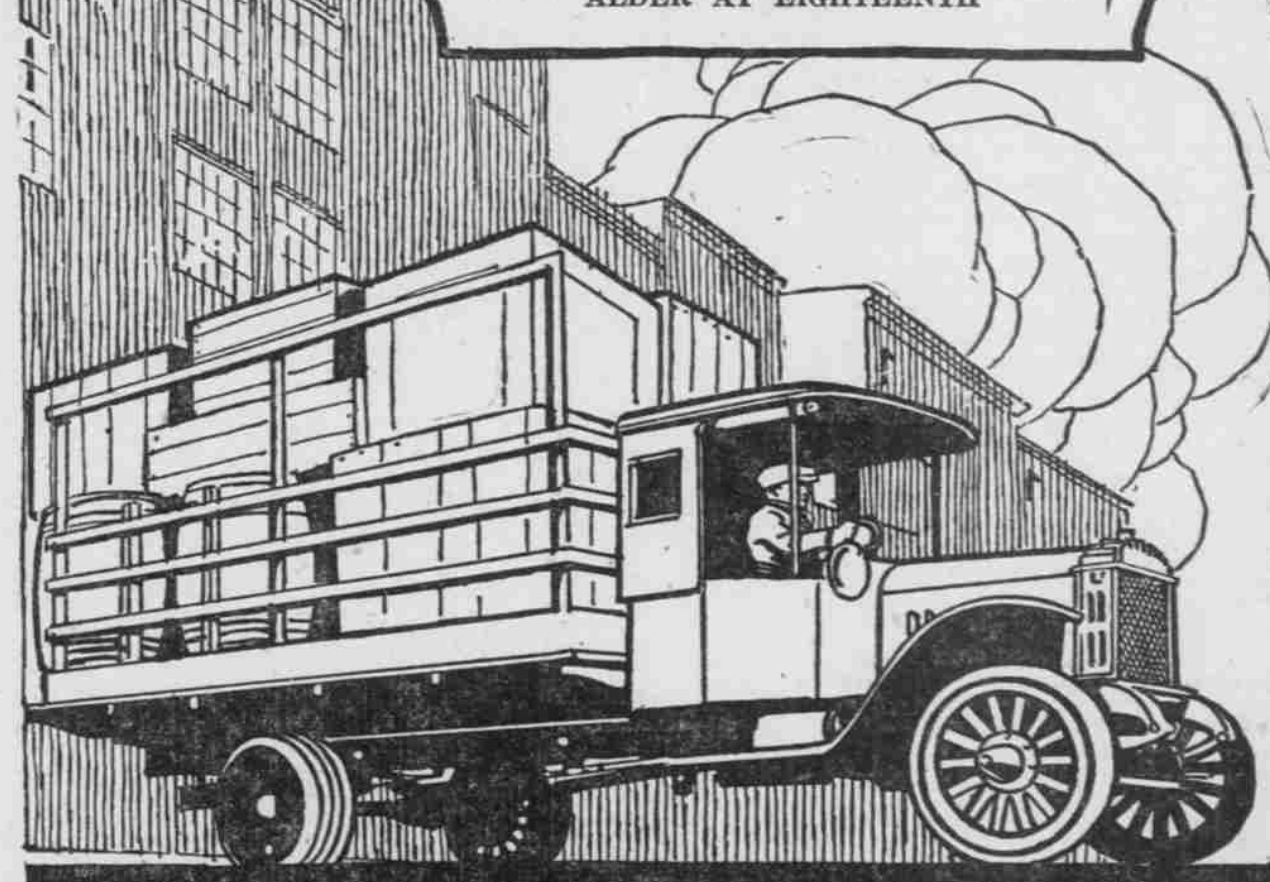
Put Bethlehem economy behind the right side of your ledger.

1 1/2 Ton Chassis \$1965
2 1/2 Ton Chassis \$2365
3 1/2 Ton Chassis \$3465

F. O. B. Allentown, Pa.

Northwest Auto Co.

"The Line Complete"
ALDER AT EIGHTEENTH



BETHLEHEM

Internal Gear Drive MOTOR TRUCKS

Dependable Delivery

BETHLEHEM MOTORS CORP'N. ALLENTOWN, PA.

Harley-Davidson Victory

Decoration Day and June 1st Races

Harry Brandt, on Harley-Davidson motorcycle, wins Northwest championship
race.

Red Parkhurst, on Harley-Davidson, wins track record.

HARLEY-DAVIDSON MOTORCYCLE WINS

May 30— TRACK RECORD	June 1—
Red Parkhurst	4 H.-P. STRIPPED STOCK, 5 MI. C. Spencer
7 H.-P. STRIPPED STOCK, 5 MI. Red Parkhurst	7 H.-P. STRIPPED STOCK, 5 MI. Red Parkhurst
7 H.-P. STRIPPED STOCK, 10 MI. Red Parkhurst	7 H.-P. STRIPPED STOCK SIDE CAR, 5 MI. H. Harrison
NORTHWEST CHAMPIONSHIP 7 H.-P. STRIPPED STOCK, 5 MI. C. J. Winger	NORTHWEST CHAMPIONSHIP 7 H.-P. STRIPPED STOCK, 15 MI. Harry Brandt

Distributors

HARLEY-DAVIDSON MOTORCYCLES

Motorcycle & Supply Co., Inc.

Main 7889

200 Third Street