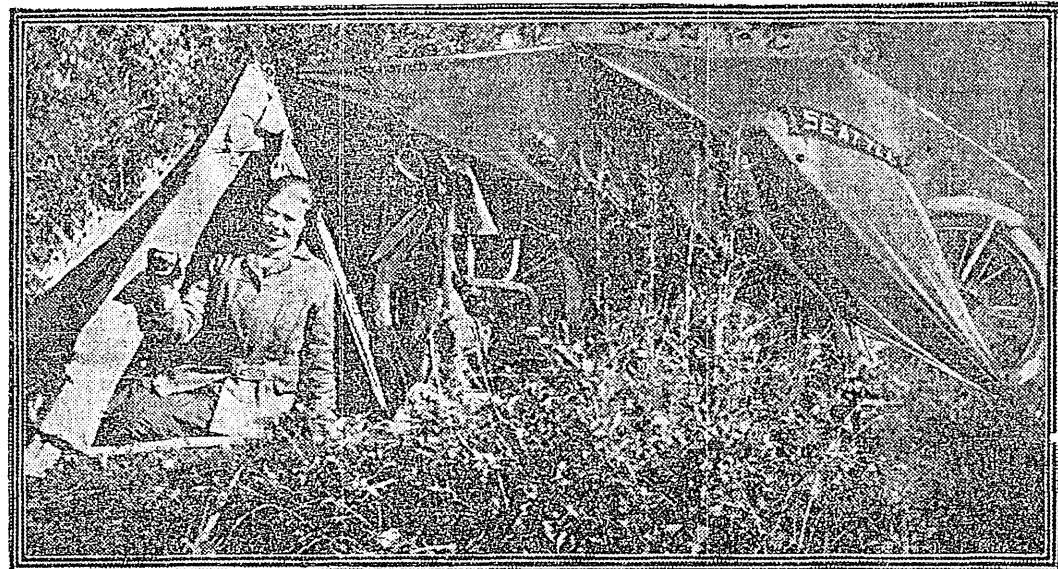


# NATIONAL MOTORCYCLE WEEK, APRIL 1-7

### NEAR TO NATURE'S HEART WITH MOTORCYCLE AND CAMPING EQUIPMENT FOR SUMMER TOUR



One of Pleasurable Phases of Cycling.

## Motorcycle Dealers in Seattle Mark National Week With Open House

General Public Invited to Inspect Most Recent Developments in Cycledom—Features of Machines Presented in Many Fields.

NOW comes "National Motorcycle Week" to take its place among other well-known seven-day periods, such as "National Touring Week," "Truck Week," and similar calendar features set aside to instruct and interest the public in some particular article devoted to utilization by the public.

Originated in the East, the movement has spread like wildfire, and in Seattle the four aggressive dealers handling the well-known makes have united to celebrate the week here in splendid fashion. Cooperating with Frank R. Pierce, well-known motorcycle authority and correspondent, an extensive campaign has been mapped out, the opening gun of which was fired today.

Among the special days which have been set aside for the week are Monday, bicycle day; Tuesday, rebuilt and used motorcycles and side cars; Wednesday, side car day; Thursday, commercial day; Friday, club day; Saturday, social and demonstration day. The foregoing calendar does not signify that each day will be limited to some special feature. In fact, each day will be given over to everything pertaining to motorcycles and bicycles. From brand-new models to used machines, the big "limousines" with side cars to the lightweights, the entire offerings of motorcyclingdom will be presented to all those interested.

Credit for first suggesting the week has been given to the Harley-Davidson factory, and since then it has been taken up enthusiastically everywhere.

## CLEVELAND MEETS INSTANT SUCCESS

Putting a new motorcycle on the map in two years is the remarkable achievement of the Cleveland organization, according to A. B. Ellis, of Ellis & Austin distributors.

"The Cleveland is just starting its third year, having been put on the market in 1916. It was a new departure in motorcycle construction, as it cut down the weight from about 150 pounds to 130 pounds, and it has already taken its place as one of the popular, well-established and widely marketed models. The story of how the Cleveland organization of dealers, jobbers and distributors was built up in two years is like a fairy tale of modern selling methods," says Ellis.

In 1916 the Cleveland was obtained by some live wire dealers in California, and so great was their success that in 1917 700 Clevelands were sold in that state alone.

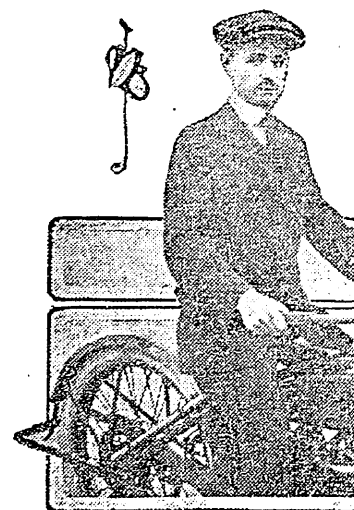
Since Ellis & Austin took the Cleveland distributing agency for the Northwest about February 1, they have disposed of practically a whole carload, about thirty of the machines going to purchasers in Seattle and vicinity. Telegraphic orders were received last week from Stryker & Strine, Portland agents, to reserve thirty machines for next carload for them, as the machines are moving fast.

This being the first year the Cleveland has been represented in Seattle, there are as yet comparatively few Clevelands in use here, but the distributors express much satisfaction over the growing popularity and interest in this machine. "The wonderful economy of operation and upkeep," says A. B. Ellis, "being only 15 per cent of a heavier machine, wins instant attention and interest on the part of the prospective buyer, and the Cleveland seems destined to fill the same place in the motorcycle world that the Ford occupies in the automobile field."

## HENDERSON HERE

Among the new arrivals marking National Motorcycle Week will be the Henderson of the Mercer Cycle Company. The radical change in the color of the Henderson has brought new interest, and Manager Mercer has arranged for shipment of a carload from the factory next month.

## WELL-KNOWN motorcycle authority and correspondent aids national week.



Frank R. Pierce.

Much of the impetus given National Motorcycle Week in the Northwest is due to Frank R. Pierce, Seattle's motorcycle authority and correspondent for the leading publications in this field. Pierce is an enthusiastic cyclist

## REASON FOR MYSTERIOUS ADS FOUND

"What does this mean?" asked more than one person last week as The Times was opened and a black-bordered advertisement discovered: "Your Transportation Problem Solved—See Automobile Section of The Sunday Times." The ads were merely another indication of the progressiveness of the Seattle dealers who began preparing plans early to command attention of the Seattle public to National Motorcycle Week, beginning tomorrow.

## YEARS PROGRAM TO INCLUDE FEATURES

Opening Run Scheduled for May—Trips to Mount Rainier and Beaches Planned.

Tentative plans for Seattle's motorcycling program this year including runs and events, were outlined last week by the dealers as follows: The opening run will take place sometime in May to a place yet to be decided upon. It is probably Everett and Tacoma will be invited to go along, making the opening run the largest ever held in the Puget Sound district.

June will see a hill climb, the date and hill to be decided upon. June will also see the annual Gypsy Tour, the national event so popular last year. July 27 and 28 will mark a two-day trip to Mount Rainier.

August 17 and 18 are the dates of the annual endurance run over the Seattle-Tacoma-Wash. Salmon-Hood River, Portland course. This is 604 miles in length and one of the hardest endurance runs in the country. To date but two men have made perfect scores on the course, Ray Smith on an Excelsior and George Austin on a Thor.

September 1 and 2 (Labor Day) a run to the Pacific Ocean beaches will be attempted for the first time. This is expected to be a very popular run as but few have made the trip. September 23 is probably see a run to scenic providing the road is open. This is without doubt one of the most popular runs in the Northwest, the major portion being through wild section of the Cascades.

October 13 winds up the season with a motorcycle-bicycle circus.

## MOTORCYCLE NO LONGER LUXURY

By L. A. VON WASMER.

The motorcycle is more and more coming to be regarded as the average American family. With its many uses, made possible through the wonderful developments in the last few years by manufacturers, it has taken its place among all motor vehicles as not only serviceable but economical and a generally a means of transportation. The initial cost of a good motorcycle is really within the means of the average man, and as for cost of operation, it is really cheaper for him to own a motorcycle than to be without one, for the money that he would otherwise spend on car fare going to and from his work, combined with what he would spend on various forms of amusement that the motorcycle will amply replace, will more than take care of the operating expense.

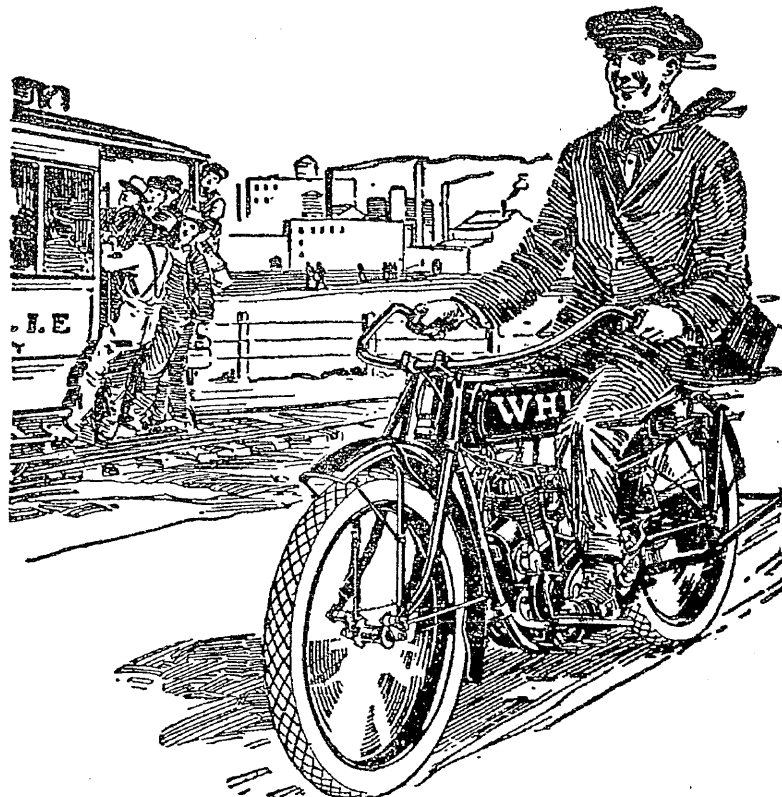
Just consider the possibilities of a good motorcycle and side car on Monday morning Mr. Average Man rides his motorcycle to work, leaving his side car at home because there is no need for it, as he only wants a one-passenger machine. He leaves home an hour later than he would have if he had a car, and arrives at work in ample time, full of "pep" and ready to do justice to his job. Monday evening he works two hours overtime, and carries another half-day's pay, because he feels like it, then mending his motorcycle and enjoying another pleasant trip home in the cool invigorating air, and instead of being all tired out is thoroughly refreshed.

Earns More Money. On Tuesday, Wednesday, Thursday, Friday and Saturday this is repeated, and as a business proposition he is ahead of the game, for Mr. Man has been earning a day and a half's pay every day.

But on Sunday—on Sunday things are different for Mr. Man. His thoughts entirely to outdoors. Instead of sleeping until noon, gorking himself with the regular Sunday dinner, and then dragging Friend Wife outdoors by means of the street cars only to return home with a grouchy feeling that the day has been wasted, he gets up early, and while Friend Wife prepares a bath, he goes out for a short ride (it only requires a few minutes), then it's away into the country for a day's outing.

Possibly a fishing trip to some distant point of interest, to return in the evening with a good catch, and a thoroughly enjoyable day; that he has broadened himself by having been with the motorcycle and people with whom he would not have been able to come in contact if he did not have the motorcycle and feeling that this isn't such a bad old world after all. All of this does not begin to touch the hundred of little conveniences that the motorcycle is capable of bringing about, such as dropping in at the market and having an easy way of delivering your own purchases, little trips about the city to visit friends in the evening, etc.

# TRANSPORTATION PROBLEM SOLVED



MR. SHIPYARD WORKER, CAN YOU PICK YOURSELF OUT IN THE ABOVE PHOTO?

## THE MOTORCYCLE IS THE ANSWER

Individual transportation means independence for the workman—no more strap-hanging—no more waiting for crowded street cars—no more wasting hours of time in travel.

## BE INDEPENDENT

THE MOTORCYCLE offers you economical personal transportation—to and from work at less than car fare cost.

In expense it is the Cheapest form of individual transportation next to the bicycle.

The motorcycle saves you more than money, IT SAVES TIME. Every day you lose the hours you spend in waiting for street cars and in going to and from work.

OVERTIME MEANS ADDED DOLLARS—You can get them by saving the minutes between your home and the shop, the mill or the yard.

Time is money, and WASTED TIME is as unpatriotic as squandered money.

The past few years have seen a wonderful development in the motorcycle. You cannot appreciate this until you look into it.

## THE MOTORCYCLE IS SAFE, ECONOMICAL, SENSIBLE AND COMFORTABLE.

Every dealer whose name is signed below will be glad to show you exactly HOW it can solve your problems.

You are missing a lot in life by not becoming independent.

WE MAKE LIBERAL TERMS.

We are open for your convenience evenings and Sundays.

Hirsch Cycle Company

Harley-Davidson  
308 East Pike. Elliott 1077.

Excelsior Motorcycle & Bicycle Co.

Excelsior  
301 East Pine. Elliott 997.

Mercer Cycle Company

Henderson-Indian  
1110-2 Pike. Elliott 1150.

Ellis & Austin

Cleveland.  
1111 E. Pike. Main 5431.

## MOTORCYCLE AIDS BUSINESS WORLD

## TRACTOR EXPANDS

The Townsend Manufacturing Company, Janesville, Wis., is erecting additions which will make it possible to increase the output to 650 or 700 tractors during 1918. To supplement the present power plant, the company is building in its own shops a 30-40 horsepower Townsend type oil engine. The company is working night and day shifts.

## "Many transportation and general utility problems are being solved these days by the motorcycle, and it is certain that the economical and capable power two-wheeler is playing a big part in the national campaign for time and money saving," says Fred Mercer, manager of the Mercer Cycle Company, Indian distributors.

"That's the conclusion reached by the makers of Indian motorcycles. Two out of every five Indians sold of late have gone into utility service, largely due to their established reputation for long wear, low upkeep and moderate initial cost.

## UNCLE SAM IN NEED OF MORE CYCLE EXPERTS

Motorcycle mechanics subject to the draft, already in the service or planning to enlist have been urged by the Harley-Davidson factory to file applications at once. The government is in need of motorcycle repair men and is offering an opportunity for them to continue in their chosen work, at the same time aiding Uncle Sam. Full instructions as to proper method to follow have been placed on file with the automobile editor of The Times.

If you want results see The Times Want Ads.