

TOURIST TRAVEL HEAVY TO LAKE

Number of Cars Making the Trip Will Be Far Heavier This Year Than Last Season.

Tourist travel by automobile from all parts of the coast to Crater Lake promises to be exceedingly heavy this year. The popularity of the lake is increasing each year. The roads will be in better condition than ever before and the number of motorists on the coast this year will exceed those of last season by more than 10,000.

Practically all of these tourists to the lake will pass through Medford. Most of them will stop over night in this city for the purpose of getting their machines oiled up and stocked with gasoline before attempting the trip.

From this city the motorists will travel leisurely up Rogue River by way of Trail and Prospect and out on the Klamath side, or will go in by Klamath and come out by Medford. The scenery all along the route is magnificent and the high-way winds around the mountain sides through magnificent pine forests at an elevation of several thousand feet.

It is estimated that about 500 machines made the trip to Crater Lake last year. This will undoubtedly be doubled this year. The highway was kept in fairly good condition for a mountain road last year, and will be even better this year, especially in the national forest. Local dealers look for heavy travel this year.

AUTOMOBILE BUSINESS IS FAST INCREASING

WASHINGTON, Feb. 26.—Automobiles entering the world's markets in the year 1909 had a value in excess of \$50,000,000, as compared with an aggregate value of \$9,000,000 for the year 1902, striking evidence, according to the bureau of statistics of the department of commerce and labor, that the automobile is an important and rapidly increasing factor in international commerce. The value of automobiles exported in 1908 from France, the United States, the United Kingdom, Italy and Germany, the five leading coun-

BUY CARS FROM LOCAL DEALERS

Foreign Dealers Pay No Taxes, Contribute Nothing to Build Up the Rogue River Valley or to Repair Its Highways.

A number of people have gone to California or Portland to purchase automobiles, although the same make of car could have been purchased here. They secured the cars no cheaper thereby, and merely took away money from their home city.

"Patronize home industry" is a slogan necessary to build up any city and Medford cannot support first-class garages and automobile establishments if citizens hike to foreign cities to buy their cars.

The foreign dealer spends no money in Medford, pays no Jackson county taxes, contributes nothing to repair local roads, buys no groceries and pays no rent here. Why should anyone be so unpatriotic as to go away from home to get a car, when he might buy it through a local dealer and leave part of the money to upbuild the Rogue River valley?

tries in their manufacture and sale, was more than \$45,000,000, or a growth of 400 per cent since 1902.

Automobile exports in the four foreign countries named increased within the ten years from \$8,000,000 to \$39,000,000, a gain of 385 per cent. Exports of automobiles from the United States in the same period increased from \$1,000,000 to \$5,000,000, a gain since 1892 of more than 450 per cent.

France leads the world as an exporter of cars, with the United States second. Some of the figures given by the bureau of statistics show the automobile exports in 1908 from France to have been valued at \$24,560,000; from the United States in 1909, \$5,667,397; the United Kingdom in 1909, \$7,610,267; Italy in 1908, \$5,533,000, and Germany in 1908, \$3,031,000.

Of the automobiles shipped from the United States in 1909, seven and three-quarters million dollars' worth went to foreign countries, and less than a million dollars' worth to the non-contiguous territories of the nation.

CARLOAD OF BUICKS SOLD

Heavy Demand for Popular Auto. Although Season Has Scarcely Begun — Two Additional Carloads Ordered.

Although the season has scarcely begun, a carload of Buicks has already been sold in Medford and delivered, and two more carloads ordered. Speedy delivery for an unlimited quantity give the Buicks a great advantage this year.

The Buick is far and away the most popular car in the valley. Buicks have been in hard use for over five years in the Rogue River valley and are still in good condition. They are a car especially built to stand the wear and tear of rough roads. Simple in design and first class in construction, ranking high in power and world champions for 1909 in long-distance runs, and attractive in design and finish, they offer superior attractions to those desiring cars.

One beauty about the Buick, besides its wonderful durability, is the ease with which it can be operated. The Buick White Streak is the favorite car for women, even a child can master it in a few minutes. Then there are the powerful models, exceeding 40-horsepower, which climb any hill in the Rogue River valley on high gear.

For detailed information about the Buick, see Tou Velle, manager of the Medford Buick Co., or Hodson, proprietor of Hodson's Garage, or if at Ashland, Harry Pellett.

AUTOMOBILES ARE COMING WITH SPRING

This is the season of delivery in the automobile industry. Purchasers everywhere are now besieging dealers for their cars, anxious to get them in use as soon as the first warmth of spring is felt. At this season, too, the Chalmers Motor company is distributing its 1910 instruction book among all Chalmers owners.

This manual of automobile lore is neatly bound in heavy brown paper and is fully illustrated with pictures of the Chalmers cars and of the various parts about which the user should be informed. The text comprises a

MEDFORD LEADS NUMBER OF AUTOS

In Spite of Large Increase in Population, Machines Are Arriving So as to Keep Ratio at One to Thirty.

No less than 25 additional automobiles have been sold already this season to residents of Medford and vicinity, and many additional orders are being placed from day to day. All of the dealers report the demand brisk and many of them are regretting that they cannot double the allotment given them by the manufacturers.

Medford leads the world in automobiles per capita, having at the close of last season one car to each 30 persons. The city is increasing in population rapidly, but owing to the large number of cars being purchased, the ratio should be maintained.

The Rogue River valley, with its multitude of side trips to points of interest, easily accessible by touring cars, is splendidly conducive to giving the greatest pleasure to motorists.

The automobile is not a luxury in the Rogue River valley—it is a necessity. Long, level roads traversing the valley from one end to the other make it practical. By its use the orchardist is enabled to spend much of his leisure time in Medford and the merchant is enabled to own ten or twenty acres of fruit, and by means of the automobile, superintend it in person during the busy seasons, without neglecting his business in the city.

complete course of instruction in how to operate and maintain a motor car. Each feature of the mechanism is accurately described, so that the user who desires to do his own garage work may proceed with absolute assurance. No detail of the care of an automobile is omitted from the instructions.

This pamphlet is issued by the technical department, that branch of the Chalmers organization which looks after Chalmers cars and Chalmers owners. The technical department keeps a record of each Chalmers car, so that any possible difficulty experienced by an owner may

VALLEY AUTO CO. NEW QUARTERS

By March 15 Garage Will Be Completed—Everything Modern and Up to Date.

The two-story garage being constructed for the Valley Garage company by Anderson & Green on North Holly streets, is rapidly approaching completion, and by March 15 the Valley Auto company expects to be installed in their new quarters. The garage, which is 50x100 feet, will be one of the most complete of the institutions of the kind between Portland and San Francisco. That's saying something, but it's a fact.

On the lower floor of the garage there will be a ladies' waiting room, fully equipped, and this floor will be cemented throughout. Ample room for the storage of the machines of the patrons and those of the company also are provided.

The second floor will contain the repair shop. A crippled auto will be hoisted to the second floor and there repaired. A complete system of checking has been inaugurated, showing just the amount of work, the time, material and everything which goes in that line.

One of the features of this garage will be that no repairing or machine work will be done on the lower floor. It will be as cleanly as a parlor all the time.

The Valley Auto Co. handles the Chalmers-Detroit and the Hodson-20, and have already placed eight cars this season.

be attended to by the factory. As an aid in keeping of this record, a blank form with spacings for the complete history of a car is enclosed in each instruction book.

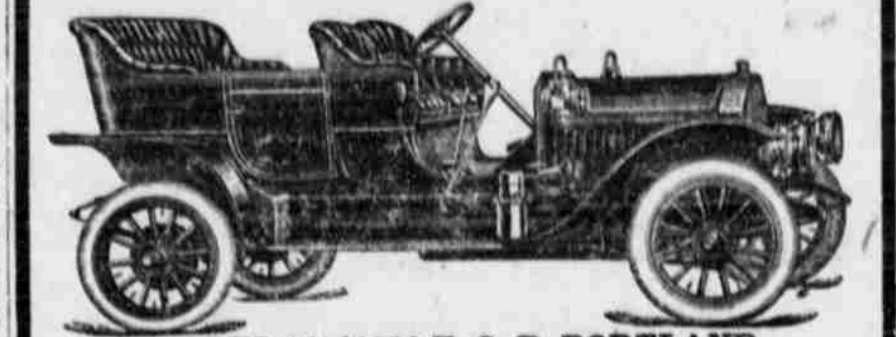
It is also worthy of mention that the company guarantees to teach every purchaser of a Chalmers car, free of charge, how to operate and care for his automobile. When purchasers are so situated that it is not convenient for them to get instructions from a dealer, a special teacher is sent by the company.

This is merely a part of the Chalmers policy of keeping in touch with its owners.

BUICKS

Everybody wants one—the best cars in the valley for the money. See the various sizes now on exhibit at Hodson's Garage.

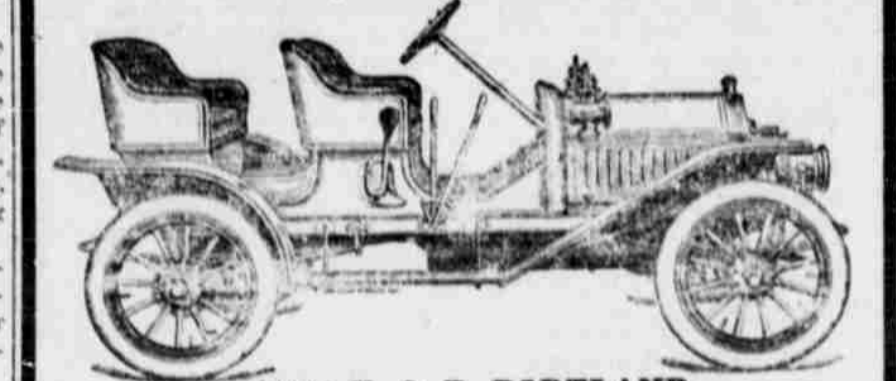
MODELS 16 AND 17



MODEL 16, \$1900 F. O. B. PORTLAND.

This car may have equals for power, performance and speed, but if so they will cost at least \$1000 more than the Buick.

THE FAMOUS WHITE STREAK In Rumble, Surrey and Toy Tonneau.



\$1100 F. O. B. PORTLAND.

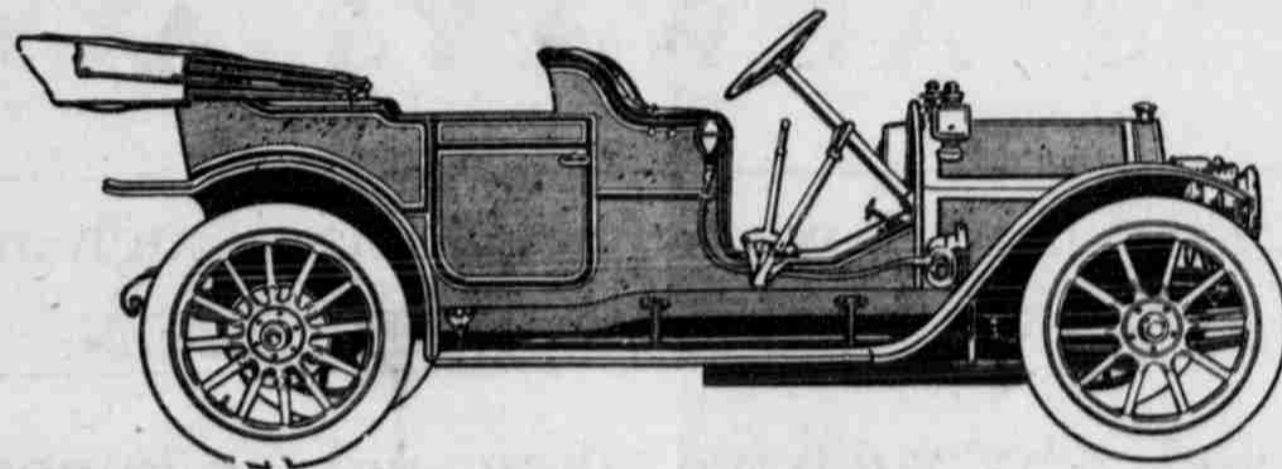
The trimmest, staunchest small Touring Car on market.

Medford Buick Co.

TOU VELLE, MANAGER.

CHALMERS-DETROIT 30-40

They Lead



Others Follow

Have you ever stopped to think that the greatest thing we or anyone else can say about any car we might sell is that "it is a CHALMERS-DETROIT." That name means more than any other feature—more than any one part, more than any argument or opinion. It is the sum total of all the good points. It is the stamp of genuineness; a badge of merit and superior excellence. Call or phone for a demonstration and be convinced.

VALLEY AUTO COMPANY

PHONE 1861

Present location, rear of Moore Hotel, after March 15 we will be located in our new garage on Holly near Seventh.