

THE AUTOMOBILE--GIFT OF GENIUS TO THE CHILD OF THRIFT

Its Grace and Beauty Have Grown Upon the World Until Man marvels at the Void Existing Before It Came. It Is Now Universally Accepted

Born of the spirit of the age, the strength of all the horses of old Pharaoh slumbering in its breast, to be quickened at a touch until it springs across the earth at lightning's speed, the automobile now takes its place as the humble servant of mankind. It is a symphony of wood and metal. Combustion's strength is married in it to the flight of light itself. The poetry of motion is its own, and every curve and feature breathes with the pulse of distance lessened. Responsive as the gentlest steed, patient as the stilt, certain as the tides and swifter than the stag, this modern mechanism of service will stand a fitting climax of transportation for a hundred years to come.

Motoring is something more than a fad. It is a mental condition produced by experiencing an undreamt sensation. It is a sort of disease, incurable, harmless and progressive caused by a germ of delight. It is a new world opened up to view at a time when the old world was beginning to pall.

He has not discovered all of his faculties of delight who has not motored. There is still within him, dormant, a million nerve centers yet to be made to thrill with life and love if he has not sped over city street and country road in an automobile. It is the safest, sanest pleasure that has been invented since first some daring savage hollowed out a log and rode upon the current of a rippling stream. It is the most economical mode of locomotion that has been devised since man first tied a rope about the horns of the patient oxen and made them drag his burdens.

It is as healthful as the sun and

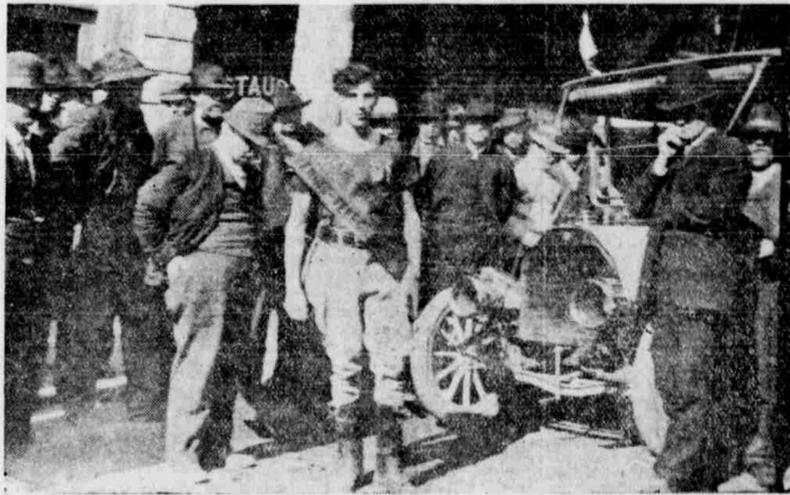
six. For luxuriousness and ease and comfort the motor car is incomparable. A ride upon the wings of night could be no more enchanting. Only the fureled native of the frozen north, skiing down the mountain side like a flash of light across the glistening snow can approximate the joy of him who sees mile after mile of space torn off and hurled into the teeth of the past as he speeds his car across the country. Only the roaming gods of space can appreciate the soothing comfort that comes to him who holds within his hand the strength of 40 horses and the speed of a flight of swallows.

It is perhaps unfortunate that the automobile should have been utilized in business—to be made to do the common labor that once was done by cattle and later by the horse. It would seem that it is too sublime a thing to be thus desecrated. It ought to have been dedicated to the eternal pleasure of the race and consecrated as a plaything for the hours that follow labor.

The motor car has developed so rapidly—it has been such a short length of time, since a trackless power driven car was adopted for general use—that its history need not here be given. It was one of those few inventions whose advent was absolutely forecasted by all who studied the progress of the race. While it was thousands of years from the invention of the revolving wheel to the wheel that was power driven, it was but little more than a lifetime from the date of the first power propelled vehicle until the present automobile took its place in human economy.

The automobile had to await the de-

WALKS FROM PORTLAND TO MEDFORD LED BY A NIFTY E. M. F. AS PILOT



Guided by a nifty little E. M. F. 30 auto as a "pilot" car, Godfried Rodriguez, the world-renowned globe-trotter, is due in Medford, carrying a message of greeting from The Evening Telegram of Portland to the Mayor of Medford. "Rod" expects to make his little jaunt of 329 miles in 83 1-2 hours of actual walking time.

velopment of several mechanisms which the inventors had long been working upon. It could not be built until engines and batteries were perfected—not until great power could be generated or stored in a small space and with little weight. It could not be constructed until the world had learned to use a condensed fuel or until a means had been found for storing the energy produced by bulky fuel or water power.

evolution of modern science and nearly every line of industry figured in its birth.

How many autos are there in Medford? A conservative estimate places the number, including spring deliveries, at 450. Before July, there will be 500, which with a population of 10,000, means an automobile for every 20 men, women and children in the city, the highest per capita of autos per population of any city in the world.

Perhaps Medforites have been unconscious of the situation, but it has almost come to be a fact in this city that every business man of importance in the city, not all but the majority, is the owner of an automobile, and so are the orchardists who live in the city and have groves adjoining. The automobile has come to be a sort of badge of the representative Medford man.

The other day an automobile dealer declared that with few exceptions the real estate men of the city probably all own automobiles with which the better to ply their traffic. Even the smaller really men of the city now are figuring on the gasoline wagons, and the smallest prospective customer may soon expect a free ride in an automobile even if he doesn't purchase the fine lot in sight.

In the few years that the automobile has been in use it has answered every purpose. It has created its place. It has refuted every argument against it. There is not today a means or appliance or mode which more fully meets its requirements than does the motor car. It has promoted health and lengthened life and lessened space.

From a toy or plaything the automobile has stepped into the garb of servant to help to bear the burdens of the race. It has broadened the lines of human endeavor, from improving the public highway to the refashioning of a timepiece.

Being herself a product of the best there is in modern civilization it was natural that Medford would be the leading city in the United States in the ownership of these space annihilators. Per capita Medford owns more machines than any other city, says the census reports.

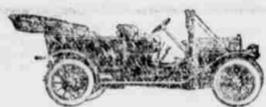
In no other city are there more progressive automobile dealers and agents. The business has grown until no dealer can hope to corner it. The selection of a car has come to be a matter of largely personal taste or personal acquaintance with the dealer. There are no gold bricks sold in the shape of an automobile.

Thousands of feet of floor space in show rooms are devoted to the distribution of motors in this city. The capital required is a guarantee of the solidity of the business.

Aggressive men are handling the trade. Competent "help" is employed. The selling cost has been reduced to a minimum. Medford takes her place at the head of the list.

Marvel of the ages! Perfection of human skill! Taking the dusty highways as the eaglets take the air; winding its way to the top of the steepest hill or dashing across the sandiest plain; a gleam of motion and a glow of graceful curves—a restful recreation or a toiling host of burden—the automobile is enshrined in the hearts of knowing men and women—the gift of genius to the child of thrift.

H. H. H.

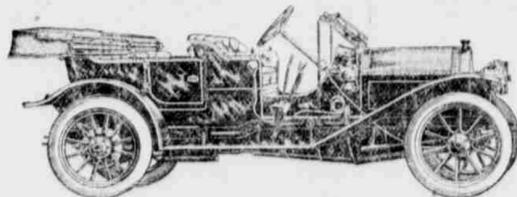


See the New 1911 Model

The car that calls for very few repairs

Specifications

116-inch wheelbase; 38 horse-power; 36-inch wheels, which gives clearance of 13 1-3 inches; full floating tumpkin rear ax.; high tension Bosch magneto; fully equipped with top, wind shield and speedometer.



Points of Interest

13 1-2 inches is the highest clearance of any car sold in Medford or southern Oregon. Learn how this car is made and you will understand how it is possible to run years with little or no repairs. Every part is made in such a way that it is guaranteed to give satisfaction.

Delivered to you in Medford for \$2060

Bear Creek Motor Car Company

MEDFORD, - - - OREGON

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