

## ENTHUSIASTIC OVER HIGHWAY

Proposed Boulevard to Extend From Seattle to San Diego Through Medford—Uniform Style of Construction to Be Adopted.

California is enthusiastic over the Pacific Highway association's road building project and is ready and willing to enter upon the work of pushing the construction of the coast long thoroughfare. This news has just been brought to the Pacific Highway Association's headquarters by N. B. Abrams, a Seattle motorist who has just returned from a winter tour in California and Mexico.

Mr. Abrams who was accompanied by his wife on the southern trip; represented the Pacific Highway Association and boosted the cause along practically the whole length of California. He was received well everywhere, and the P. H. A. project already well known all over the west was endorsed again and again.

During the last gubernatorial election in California, it was voted to make a bond issue of \$18,000,000 for road building purposes. Mr. Abrams was told upon good authority that the first use to which these funds would be put would be to build California's part of the Pacific Highway.

There is a great deal of road construction work now going on in California and especially in Southern California. There are many stretches of fine macadamized boulevards that make ideal highways. The Pacific Highway plans to connect these links and make the entire Coast long road of uniform style. Californians are heartily in favor of such a plan.

Although there was a great deal of interest displayed in the Pacific Highway in the cities, the people in the small towns and the rural districts are particularly interested in the project. All during his trip, Mr. Abrams was kept busy telling of the P. H. A.'s work.

The Seattle motorist reported a very enjoyable trip and says that when the Pacific Highway is completed that thousands of tourists will undoubtedly be attracted to the route.

## VANDERBILT CUP RACE IS OFF?

Donor of Cup and Associates Don't Know Whether There Will Be a Contest This Fall or Not—Militia Must Patrol Course.

NEW YORK, March 18.—It is impossible at present to state with any degree of authority whether or not New York will see a Vanderbilt cup race next fall. The donor of the cup does not know and neither do the men with whom he entrusts the running of the event. Many persons interested in motor affairs say that the public outcry after last autumn's killings makes revival out of the question. Unless the course can be policed by militia the race will not again be held on Long Island. If not it will go to another city. This is the opinion of many local automobile authorities. Said a man interested in the racing game who requested that his name be withheld:

"The only thing that will save the Vanderbilt to Long Island will be the guarantee of militia for the policing arrangements. There cannot be another race held there under last year's conditions. With troops, however, it would be a different story. The course at Savannah and Segin were policed by troops and there was no trouble with the crowds. It could be the same way on Long Island, and that is what we are after."

"You saw in the Manufacturer's Contest association's schedule changes in the racing rules that a movement was under way to ask the governors of the different states where road races were held to call out the militia to police the courses. This project was undertaken with the Vanderbilt in view. It was aimed primarily to save the race to Long Island, where it always has been held. I am convinced that unless this state looks favorably on the militia policing proposition the Vanderbilt will have to pack up and move elsewhere."

**AD.**  
First Homeseeker—I find no good land here under \$200 per acre.  
Second Homeseeker—I bought better from Fred Parker, Canyonville, Or., for \$100.00, and he has a still better buy for the man who can handle 100 acres. Write him. 310

Haskins for Health.

## 1911 MITCHELLS ARE UP TO DATE

An Engine That Doesn't Run Away, or Blow Up or Make Unearthly Noises—Smooth Running and Easy Going.

There is going to be a number of 1911 Mitchells in town soon. Two of them are already running on the streets and over the valley, and there are others on the way.

By the way, have you ever ridden in the 1911 Mitchell? If you haven't you have missed something well worth your while. C. W. Rornes of the Offutt & Rornes Co. has a new demonstrator on the streets these days and will be glad to give you a ride any time. You will be delighted with the ease with which these cars are started. One turnover and the trick is done. The engine doesn't run away or blow up, or make a thousand unearthly noises, but just easily starts to work and runs as easy and smooth as you can imagine. Then as you ride along you are struck with the perfect workings of every part of the machinery. Note how easy it runs, how smooth every gear works and with what ease it is raised over the rough places. It climbs with any car on the road, and is as sure and reliable as a car can be made. It is

## SPEEDWAY AND PARK IS PLAN

Fair Association May Be Formed and Large Track Constructed as Well as Ball Grounds and Place for Holding District Fairs.

Plans are being discussed for the formation of a fair association in this city which, if carried out, will provide a huge amusement park for the city, which will embrace a race track, tennis courts, baseball grounds and make an ideal place for the holding of Fourth of July celebrations.

It is planned to acquire the block of property just beyond the city limits at the end of West Jackson street and there construct a modern race track and lay out ball grounds. The distance from town is not great and it would form an ideal place for the holding of district fairs.

Automobile men are rallying to the assistance of those who have the matter in hand, as the construction of a race track would give Medford a chance to see some splendid auto races.

### SPRAYING.

C. F. Updike, 1003 South Central avenue, or address Box 684, Medford, Oregon. 309

time you investigated this car if you are thinking motor cars.

## ONE CAR YOU CAN FLY IN

Overland Has Been Demonstrated as Capable of Aerial Flights—A 1911 Model at Offutt & Rornes—A Classy Looking Motor Car.

There are many Overlands in the Rogue River valley. Many will remember the time that Judge Kelly demonstrated the fact that you could fly in an Overland. He came out of the Nash hotel and starting up the trusty Overland which stood near by, he simply flew over a good sized mountain which had been thrown up on main street a few days before. The judge says that he could fly to the moon in an Overland.

O. E. Tracy, the local manager of Richmond Real Estate (which by the way is selling very fast all over the country) is the proud possessor of a new 1911 Model 53 Roadster. He was on the street for the first time Friday and one of his friends stated that he flew over to Jacktown in very short order.

This car is a beauty, and Offutt & Rornes are local agents.

A want ad campaign will enable you to "cash in" on those lots you own—for somebody can use them right away, and would gladly buy them from you.

## NEW GARAGE IS BEING ERECTED

Scott V. Davis is Erecting New Building Which Will Be Home of Crater Lake Auto Company of Which J. C. Neff is Manager.

What will eventually be one of the most up-to-date garages in the city of Medford is now in the course of erection just back of the Davis flour mill on Front street. Scott V. Davis, agent for the Stoddard-Dayton cars, is erecting it. It will be occupied by the Crater Lake garage, of which J. C. Neff is manager. Mr. Davis will also handle his line from this building.

A full basement is being constructed, and this and the first floor of the building will be used as a garage. The walls are being built with a view of adding additional stories later.

The garage is to be fully equipped with every modern device for the care of automobiles.

### NOTICE

Notice is hereby given that the city of Medford, Jackson County, Oregon, will take up and cancel the following bonds, and that interest thereon shall cease at the interest payment period next following, (April 1st, 1911): Improvement bonds Nos. 1, 2, 9, 10, 11 and 12, dated April 1st, 1909. Improvement bonds Nos. 9, 10, 11

and 12, dated October 1st, 1909. Water main bonds Nos. 1, 2, 3, 4, 5 and 6, series "A" dated April 1st, 1910.

L. L. JACOBS,

City Treasurer.

Dated February 28, 1911. 293\*

### NOTICE

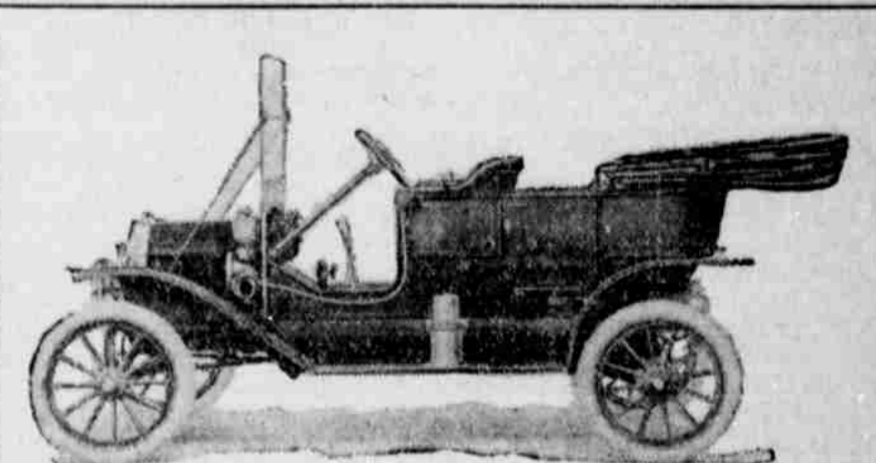
Beginning April 1st, 1911, the

union scale for painters will be \$4 per day. On that date the initiation fee into local union, No. 643, Brotherhood of Painters & Decorators of America, will be raised.

The union meets every Thursday night at 8 p. m. in Angle hall.

C. W. HARRINGTON,

Secretary.



## FORD

1911 TOURING CAR, \$925.00

Fully equipped, f. o. b. Medford

Four-cylinder, shaft drive, 100-inch wheel-base, magneto of course. "Let us show you."

## Ashland Motor Car Co.

43 MILL STREET, ASHLAND, OREGON.

Walter W. Richardson, Medford Representative. Phone 2551.

# Mitchell

## Motor Cars

Silent as the Foot of Time

ALL PRICES F. O. B. FACTORY

## Why the Mitchell Cars Mean Satisfied Users

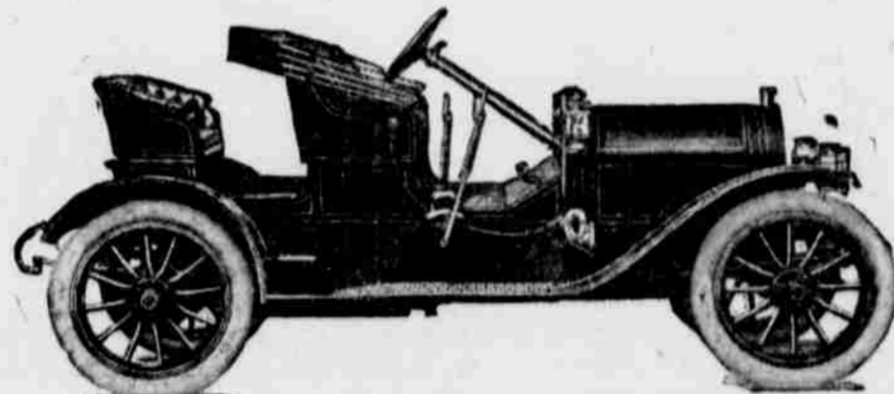
Standardization, simplicity, increased safety, and reliability are the principal factors of Mitchell Cars.

## The Mitchell Record the Best Mitchell Argument

There are today over \$30,000,000 worth of Mitchell Cars on the roads, in the hands of satisfied users. Our business last year was a 98 per cent increase over that of the year before.

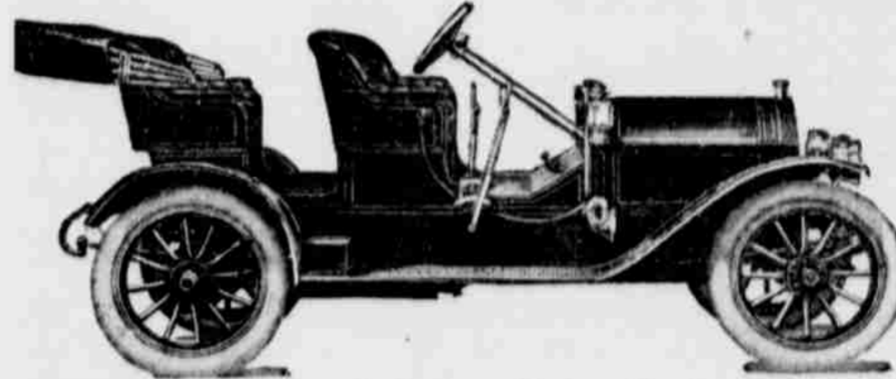
## The Appearance of Mitchell Cars.

The foredoors are furnished on models T. and S. They were not added for the purpose of transforming a motor car into a torpedo boat, but to eliminate the discomforts of wind and dust to those who occupy the front seats. For further details or demonstration see



Mitchell Model R Single Rumble Seat, Four-Cylinder, 30 H. P. Equipment: Magneto, Top, Five Lights, Generator, Horn and complete set of tools. Price, fully equipped, \$1200

## The Car You Ought to Have at the Price You Ought to Pay

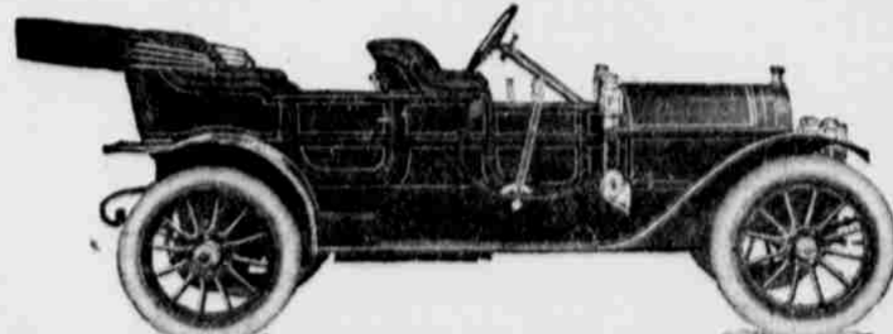


Mitchell Model R Surrey Seat, Four-Cylinder, 30 H. P. Equipment: Magneto, Top, Five Lights, Generator, Horn, and complete set of tools. Price, fully equipped, \$1250

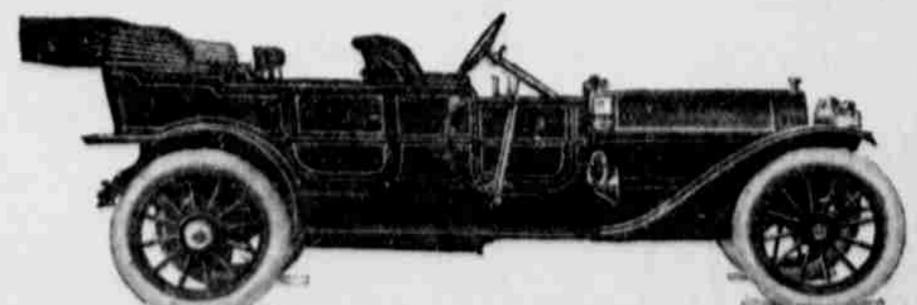
## The Relation of Manufacturing Cost to Car Quality

Some automobiles are built as cheap as they can be and much cheaper than they ought to be, by the combination of large facilities with shoddy ideals. Others, well conceived and well intended, cost the maker as well as the buyer more than they should because they are expensively produced in small quantities. Our endeavor is to combine what is effective in one plane with what is good in the other. The reason that Mitchell costs are low and Mitchell quality high is that Mitchell Cars are built as cheaply as they can be and be built well.

For grace of outline, quality of finish, and refinement of design, the new Mitchells are positively without peers in the automobile world.



Mitchell Model T Five-passenger Touring Car, Four-Cylinder, 30 H. P. Equipment: Magneto, Top, Five Lights, Generator, Horn and complete set of tools. Price, fully equipped, \$1500



Mitchell Model S Seven-Passenger Touring Car, Six-Cylinder, 50 H. P. Equipment: Magneto, Top, Five Lights, Generator, Horn and complete set of tools. Price, fully equipped, \$2250

# OFFUTT-RORNES AUTO CO.

EIGHTH AND CENTRAL AVENUE MEDFORD, OREGON. TELEPHONE 6231