

20,000 E. M. F.'S IN USE TODAY

Many Cogent Reasons Why This Celebrated Auto Is in Such Great Demand in the Rogue River Valley This Season.

Twenty thousand of them, a composite, living, overwhelming argument. Each a reason—reason enough, convincing and satisfying, yet, were it possible for you to investigate, question, prove each separate reason, you would probably find some new point of interest to rivet your attention and create in your mind a like desire to own the car that could stir up such enthusiasm and scatter broadcast such satisfaction.

Twenty thousand E-M-F "30" owners. They are our reasons. Each one a thinking, separate personality—each one with likes and dislikes that differentiated him from all the others, for no two out of all that immense number approached the question of "shall I buy" or "I will buy" an E-M-F "30" from quite the same reasoning point. One had to weigh carefully the question of first cost; another, the "after buying cost" of upkeep. One, never considered price, but was attracted by quality; another, having a bent toward mechanics, saw quickly the perfect chassis. One considered the financial stability of the company behind the product; another that same company's good faith and so on—ad flintum.

But they all reached the same conclusion. There was some unanswerable argument presented, some fact of mechanical supremacy that could not be denied, some record of enduring quality that appealed, some enthusiastic owner that "boosted," which compelled each and every one of these 20,000 men to buy an E-M-F "30." Through the maze of all other rival cars for sale they found their way to the one car that exposed to them in terms of power, speed, reliability, comfort and serviceability the "ideal" each and every one possessed. That in buying an E-M-F "30" they proved their judgment to

be correct, is now a matter of record. But there is one reason why you should buy an E-M-F "30" that is greater and more convincing than any of those 20,000 reasons that made men choose an E-M-F "30" rather than any other car at any other price. And this, what we call "the unanswerable reason," has been getting stronger and bigger every day from the time the first E-M-F "30" passed into the hands of the first owner until this moment; in fact, now, it is like some irresistible power, moving all over the land and sweeping everything before it; we call this invincible "reason" by a simple name everybody knows.

"Satisfaction." That's it. Each and every man who owns an E-M-F "30" is satisfied. They are all subscribers, as it were, to the enthusiasm and interest about that proved, enduring quality and record-breaking price, which have made the E-M-F "30" the most talked of automobile in America, perhaps. In the world, because, and we say this without fear of contradiction, there is no car made upon which so many men absolutely agree. These 20,000 satisfied owners will tell you one story, simple and convincing, that they own a car they are proud to drive, to "boost," to endorse, a car that not only backed their judgment, but above all, taught them the lesson—that it isn't necessary to deplete a check book with a lot of fancy figures and rob a bank balance to buy an automobile whose quality is in the chassis, where it belongs.

Why? Why was Flanders' prophecy fulfilled? Ask any one of the 20,000 owners of an E-M-F "30." He will show you his car and say: "There is the reason." So you look at it, examine it, ride in it, listen to the owner recounting its prowess, its mileage, its speed, what it has done and the magnificent way it has stood the "gaff." Because an E-M-F "30" is such a glutton for service, it sort of lures a man on to give it hard usage. Automobiles have their particular kind of personalities. You get to "know" a car. What may be expected of it under certain conditions and an element of pride and friendship is established. So when Mr. Flanders' determination to make a better quality car at a lower cost than any other concern made or sold, took shape in an E-M-F "30," then also was created the "reason" of the enormous sales and colossal growth of the E-M-F company. The

car fulfilled the prophet. That's why you can't purchase a second hand E-M-F "30." Men don't sell "automobile satisfaction" when they "know" they own it.

The investment of \$1250 in an E-M-F "30" will be the wisest expenditure you ever made, whether you own an automobile or not. The most you can get for your money would be 5 to 8 per cent interest. But here is the car at the price any man can afford. And to own a car is the ambition of every man. The automobile is a tremendous factor in our everyday life. Aside from its utility there is the pleasure it freely gives, the sense of freedom it imparts. It brings the country to the city, and makes every dwelling place a country home. At a moment's notice it is ready to whirl you and your family upon the sunlit, open road into the world of green fields—the country's life-giving "out of doors." It means health to the wife and children and binds the family in closer ties. It is a tonic, nerve builder, it tries the value of time; it means recreation, the banishment of the doctor and capacity for the duties of the day—in short, it is a necessity. An E-M-F "30" will meet this necessity and exceed any expectation you may have.

OFFER \$5000 REWARD FOR SWEETHEART RETURN

SAN FRANCISCO, Cal., March 18.—The adventures of pretty Sing Yee for whom Liew Chuek Sang, a wealthy Chinatown merchant, offered a reward of \$1,000 after she fled with a fierce-eyed tongman, caused heart-break today to Tor Gat, an Oakland merchant. Sing Yee was "sold" to Tor Gat by her hate-hetman admirer, and as soon as Tor paid the first deposit Sing and her master fled. Tor Gat's offer of \$5,000 reward for the return of his chatterer appears today in a local Chinese paper. He claims to have paid more than that amount for immunity from punishment by the tong invoked in Liew Chuek after Sing Yee's disappearance.

You have a two-phased chance of recovering your lost article—by advertising and reading the ads. For the fact remains that most people are honest.

Haskins for Health.

MOST COMPLETE GARAGE IN STATE

Rapid Growth From Small Beginnings of Valley Auto Co.—Agents of World Famous Chalmers-Detroit, Hudson and Pope-Hartford

In November, 1928, J. W. Keys and F. C. Cain, two practical automobile men, landed in Medford and took charge of a little shed garage in the rear of the Moore hotel. The floor space was only 40 by 50 and conditions were anything but pleasant.

Nevertheless, these men went to work with a will, repairing cars, storing and garaging cars and selling the famous Chalmers-Detroit and Hudson automobiles.

In a short time it was discovered that new quarters would have to be procured in order to take advantage of the increasing business. When these boys came to town they worked most of the time. They ate one, two and sometimes three meals a day. Some nights they slept six hours, but most of the time they only averaged about five hours a night. It was a case of work, work, and then work some more.

Their sleeping quarters were convenient, being a swinging couch swung in one corner of the garage. Their untiring efforts told in more ways than one, and soon the work was more than they could possibly handle.

A site was chosen and a building erected on North Holly street. The Valley Auto company could now use a fine brick garage, and one was accordingly built, 50 by 100 feet and two stories. This is the present quarters of the Valley Auto company.

Starting with a floor space of 2900 square feet, they now occupy 10,000 square feet of floor space and in addition to storage and supply rooms, they have the finest machine shops and vulcanizing plant in the southern part of Oregon. We believe it is the most complete in the state outside of Portland. If something is the matter with your machine, it can be fixed here and in the very best manner.

This is all that can be done in the finest shops of the land.

Fifty cars can be garaged at one time in this commodious plant. You would not find more or better cars in any garage in the land than you will find right in the garage of the Valley Auto company in Medford.

We have not stated the principal business of this company, which is the distributing of the famous Chalmers-Detroit, Hudson and Pope-Hartford motor cars. There are many of these cars in the Rogue River valley and every one of them is giving perfect satisfaction. Starting in a small way only a short while ago and now coming before the readers of this paper in the magnificent showing just pictured above speaks wonders for the untiring efforts and ability of the men connected with the Valley Auto company.

Every person residing in southern Oregon should visit this garage and see the fine array of cars, and if you are thinking of purchasing a car, don't fail to consult the Valley Auto company.

NOTICE.

To the master plumber, contractors and builders of Medford and vicinity, that on and after April the first, the minimum scale of wages for journeymen plumbers and steamfitters shall be \$5 per day, eight hours, J. Franz, president; C. R. Loshier, secretary; Local Union No. 262. 319*

Electric Rooms

Opened Monday, March 6th in Electric building, 218 West Main street. Everything new and modern, including steam heat, baths, etc. Best in city. Rates reasonable.

Mr. and Mrs. Felix T. Swan Proprietors

Canton Restaurant

Meals Served at all Hours. Good Cooking, Good Service, Reasonable Prices

Sam Lock, Prop. Upstairs on South Front Street.

A want ad campaign will market your real estate—even if wise-acres tell you "it's not a good time to sell." The people who are influenced only by placard advertising are probably not the kind you want for tenants.

After the Business of All

We are not asking simply for the custom of the readers of one paper, but for a share of the trade of every person in Medford and vicinity, and we will get it, too, if you but

Give Us a Trial

Call and see our new store—and you will be surprised at the completeness of our stocks and the neatness of our displays.

Allen Grocery Co.

PHONE MAIN 2711—HOME 271. 82 SOUTH CENTRAL AVE.

SEE THE NEW Spring Styles

New shoes for men, women, boys, girls and infants. New sandals, pumps for women, misses and infants. New low shoes and ties for men, women, boys and girls.

Everything New

You are invited to see the new, dependable goods.

Edmeades Bros

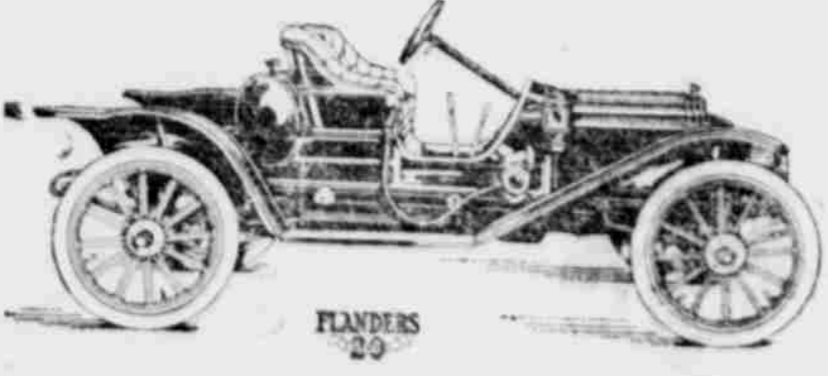
THE MOORE BUILDING



20,000 Satisfied Owners E.M.F. MOTOR CARS



There Will Be as Many More Added to the List This Year



IF YOU ARE IN THE MARKET FOR A CAR THAT IS FAR SUPERIOR TO ANY EVER BROUGHT TO THE ROGUE RIVER VALLEY—FIRST, READ THE STORY ABOUT E. M. F. CARS ON THIS PAGE, THEN ASK FOR A DEMONSTRATION. YOU'LL BUY ONE OF OUR CARS AFTER YOU HAVE INVESTIGATED.



The Strongest Guarantee Ever Placed on an Automobile Is Given With the Purchase of Every E. M. F. "30"

The E-M-F "30" Five Passenger Standard Touring \$1250. Roadster "30" \$1250
Detachable Demi-Tonneau "30" \$1300. Coupe "30" \$1700

The Above Prices Are for Cars Delivered in Medford

:-:SULLIVAN & HANLEY:-:

Agents for Southern Oregon