

### Medford Leads State in Automobiles

Statistics furnished by Secretary of State Oloit show that there were 6417 licenses for automobiles issued in 1911 in Oregon. Of these but were issued for Portland alone, the number of licenses for the metropolis totalling 3208.

Medford, with 243, ranks third in the list of cities, Salem with 277 exceeding her. Eugene with 150 is fourth and Hood River fifth with 117. Some Medford owners have evidently not complied with the law, for there are more than 243 cars in the city.

However, taking the secretary's figures in the number of automobiles compared to population, Medford leads the state, having one automobile to every 36 inhabitants, as against one to every 64 in Portland, one to every 50 in Salem and one to every 60 in Eugene.

Jackson county is as much in the lead of counties on the auto record as Medford is of the cities. The record shows a total of 381 licenses issued for the county, these in addition to

Medford and Ashland being: Central Point 21, Eagle Point 2, Jacksonville 13, Gold Hill 5, Woodville 3, Wellen 2, Phoenix 4 and Talent 9.

Taking the 1910 census figures for cities exceeding 2500 population, and the 1911 auto license record, we have the following comparison:

City	Population	Lic. auto.	Inhab. per
Albany	4,275	97	44
Astoria	9,599	146	66
Ashland	5,920	79	75
Baker	6,742	89	76
Corvallis	4,552	54	84
Eugene	9,009	150	60
Grants Pass	3,897	83	46
Medford	8,840	243	36
Marshfield	2,980	32	93
Klamath Falls	2,758	54	51
La Grande	4,843	59	82
The Dalles	4,480	74	60
Oregon City	4,287	36	119
Portland	207,214	3208	64
Pendleton	4,460	64	69
Roseburg	4,738	57	83
Salem	14,094	277	50
St. Johns	4,872	10	487

season of 1911 Medford has been given the chance of seeing the highest class attractions on the road, both musical, comedy and drama, but will it next season? Such shows as "Alais Jenny Valentine," "Fortune Hunter," "Commuters," "Country Boy," "Have-o," "Bright Eyes," "Miss Nobody From Starland," and "Firting Princess," which have been seen here this season, were brought here in their entirety and in many cases were unable to properly produce the attractions as they should be. Among others to come that are absolutely first-class and original productions are "George Sidney" (first time on the coast), "The Gambler," "The Rosary," "Chocolate Soldier," "Bohemian Girl," "Deep Purple," "Paid

in Full," "Granstark," "Mutt and Jeff," "Mrs. Leslie Carter," "Excuse Me," "Around the Clock" and "White Sister." This class of shows do not come back to towns that have poor accommodations, and when the routes are made up in New York for the season of 1912-12, the wise producing manager will shy at Medford. Therefore, let's get together so that we can send word back that a new theater awaits them. Medford has the reputation of being the best overnight stand on the coast, and past business has shown that. The audience are also the best, as they do not let anything get away from them. What Medford needs is a new theater!

We wish to thank our many FRIENDS, Who have made possible the **SPLENDID** success We have **ACHIEVED** during the past year. We hope to **MERIT** your patronage this year. Wishing you all a happy and prosperous New Year.

Central Ave. **MANN'S** Near P. O.  
Medford's Popular Price Store  
Medford's Popular Price Store

### Medford a Splendid Show Town

A year has again passed and we are still using the "Town Hall" as the leading place of amusement, which is one of the worst bits of advertising a city can get. During the past year several highly-colored propositions have been made on paper to build a new and up-to-date theater, but, alas, they have all "blown up."

It's up to the citizens to get together, irrespective of faction, and build a modern theater which will be a credit to this city. It is possible to do this if everybody gets out and

hoosts. It is not necessary to talk about building a hundred thousand dollar opera house unless you first buy a corner on the main street where the rental value will pay the interest upon the investment. There are several ways to build this house, if the proper encouragement were given the promoters.

While this has been an off year in the theatrical world, Medford has on an average held her reputation. With a new theater the business could be materially increased. During the



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**W**E desire to extend to you the season's greetings and to express our appreciation of your loyal support and co-operation.

Wishing you a very prosperous New Year, we are,

Yours very truly,

F. K. DEUEL

President

CHAS. M. ENGLISH

Vice-President

M. L. ALFORD

Cashier

ORIS CRAWFORD

Assistant Cashier

Capital, \$100,000

Surplus and Profits, \$65,000