

MOTORCYCLE IS HERE TO STAY

This Industry Has Made Great Strides in the Past Few Years Until Now It is a Great Business Commanding World Wide Notice.

No industry in the world's history can equal the strides that have been made in the manufacture of automobiles.

A few years ago the line was drawn between standard car and the assembled car. Today the standard car has a ready sale while the assembled car is a thing of the past.

The same line has been drawn in the manufacture of the motorcycle, which is no longer an experiment, but a proven mechanical achievement made for comfort and reliability as well as speed.

For commercial purposes several economists claim the motorcycle will be as great, if not a greater factor, than the automobile. One of the gentlemen makes the statement that one-third of the male population would find that a motorcycle would save more than its original cost in time and transportation charges saved the first year.

Mr. J. E. Agnew, manager of the Rochester Telephone company, was asked to tell plainly why he so firmly believed in the great future of the motor cycle. In substance Mr. Agnew's reply was as follows: "About three years ago we installed a motorcycle in our repair and trouble department. Since that date this motorcycle and its rider have performed work which formerly necessitated three men and three rigs." What the motorcycle did for the Rochester Telephone company, it is going to do for other firms and corporations. What it does for a corporation it will do for the individual, and the American business man is first, last and always, a man that will spend money to make money. When the American public realize what time and labor-savers these machines really are, an adoption is going to follow that will be almost as general as that of the telephone.

That this is true has been conclusively proven by the fact that nearly five thousand firms have already installed motorcycles in one or more of their departments—many of these firms purchasing as high as one hundred machines. Understand, we do not say that the adoption of motorcycles will prove financially profitable to everyone, but a moment's figuring will suffice to answer the question as far as any individual is concerned. A motorcycle will travel at any speed the rider desires and can be operated at a cost from one-tenth to one-sixth cent per mile. It is always ready and furnishes its rider, as it were, with a street car waiting at his door to take him to his destination. necessarily means hours saved to such a rider.

Every man's earning power depends upon what he can produce in a given number of hours. If an hour or more a day, which was formerly virtually wasted, being time consumed in traveling from destination to destination) can be saved and turned into earning hours, naturally that man's income or earning capacity will be increased just that proportion. Contractors or architects who have contracts located in different parts of the city, inspectors or repair men for gas, telephone or electric companies, salesmen of every character, collectors, and in fact everyone whose work is not strictly confined to one location will appreciate the savings thus made possible. To the business man it means more hours home with his family, hot noon lunches home; pleasure that were heretofore impossible.

We have gathered from the experiences of many of our riders that it is possible to cover a distance in from eight to fifteen minutes which consumes from forty to fifty minutes on a street car. This means that where two hours were necessary, if one wished to enjoy a lunch home with the family, one hour would only be necessary if one were a motorcycle owner.

Motorcycles are now used in practically every state in the union for carrying United States mail. Doctors with city and country practice find them time and money-savers. Drug-gists, laundries, dry goods stores, men's furnishing stores, in fact every line which needs rapid, light delivery from time to time find them advantageous. It brings the farm closer to the city. It means trips for repairs, groceries, etc., which formerly consumed an hour can now be covered in from ten to fifteen minutes. It is the great "keep the children on the farm" factor ever produced. It furnishes ideal transportation when one or more children on the farm are attending city school. In any line of work where the weight besides the rider is not in excess of 200 pounds a good motorcycle will do the work of four or five horses.

From the pleasure standpoint there is much to be said in favor of the motorcycle. To the rider there is a feeling akin to that of the driver for his favorite horse—the association is closer—a feeling which adds zest and enjoyment to the sport. To the city man it means that the hours after work can be spent in recreation, hunting, fishing, or just riding, for sheer enjoyment of the country—hours that dissipate that "nerve tired" and replace it with "healthy tired" common to all out-door workers. Physicians claim that it is the healthiest out-door sport known. It is a sport which grasps those who know its pleasure with a hold which seldom lets go—so seldom that among the motorcycling fraternity in general "once a rider, always a rider" is known to be absolutely true.

Descend on Jacksonville.

Automobile salesmen in Medford have been enjoying a great deal of good-natured rivalry this season. A story is told of a race to Jacksonville which ended rather disappointingly for neither contestant could find a buyer. The dealers have descended upon Jacksonville, Central Point and

Ashland in force and have lined up a number of prospects.

THIS SECTION IS IDEAL FOR AUTOS

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and the little jaunts to neighboring cities have given to many a better appreciation of the valley.

Indications are that this year, travel by automobile will be greatly increased. There is talk of a stage line from here to Grants Pass, there to connect with the Crescent City stage, and the Ashland stage will again be put into operation. The short run to Jacksonville is always a part of the entertainment for the visitor in Medford.

With the addition of a taxi service in Medford the city has taken a more metropolitan air and the service rendered has already met with approval as filling a distinct want. At all the recent large social affairs the taxi has been worked to its capacity. Another taxi is on its way and without doubt both will be kept busy.

Automobile salesmen report unusual interest and activity in the trade this year. Never were so many models brought in the field and it is now possible to buy an automobile as a man would buy a piano, from the show room. The new features on the cars have made them so attractive that as soon as one halts at the curb it is surrounded by an admiring crowd. There have already been a number of sales and all agents report a large list of "prospects."

It is certain that 1912 will see the autoing population of Medford greatly increased.

AUTOMOBILE INDUSTRY IS OF GREAT IMPORTANCE

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in the world of affairs now, in contrast to the place it held a few years ago.

When we consider the progress that manufacturers have made and are making today, it is almost a certainty that the automobile will be less exclusive in a few years to come than it is now. Many are going to enjoy what was once only within the reach of the few.

That the automobile is a great economic factor in our every day life is proved by the large number of suburban residents, whose daily business takes them back and forth to the city and for whom the automobile provides a safe and economical means of transportation.

This same automobile has been one of the largest factors in the increasing of prices of suburban lands and in the subdivision of many large acreages, furnishing homes for thousands of people in moderate circumstances and tending to relieve the congested portions of the more densely populated centers. This giving of more elbow room and God's free air and sunshine has been a source of health, pleasure and profit to us all.

The near future will find the majority of men, the real men, running his own machine, running it for the sake of his work, his business, his trade in the week days and for the pleasure of his wife, his children and his friends on Sunday.

How To Judge Motor Car Values

The big result that every purchaser of a motor car is looking for—and has a right to expect—is satisfactory service. By this we mean reliable performance under all sorts of conditions of roads and weather, during a long period of time.

How will you select a car that will at the fairest price give you that big result?—that is the question. A dollar is worth what you can buy with it. Careful buying lays the foundation of many a fortune and business success. Fifteen hundred dollars of your money lying in the bank is worth no more than a similar amount of your friend's money. If, however, you both invest this money and you by superior judgment get more for your \$1500 than your friend gets for his, then your \$1500 immediately has become worth more than his.

Getting a lot for your money in any transaction is a matter principally of having the right standards by which to judge the article you think of buying.

You have seen men who could walk into a horse ring where there were fifty thoroughbreds and pick out the one or two best of the lot. They had the right standard for judging horses. They knew all the points that make a horse a good horse, if he is good. They knew how to tell the difference between a good horse and one that is unusually good.

You have seen other men who could pick up a handful of diamonds and by examining them select the most perfect stone of the lot. These men had the right standard for judging diamonds.

It is the same with automobiles. It is possible for you to know whether you can get more for a dollar in some cars than in others. The Chalmers Motor Company does not believe in what is called a "bargain" or in cut prices. We do believe, however, in unusual value at a price. We believe, too, that the man who goes into the automobile market with the right standards of judgment in mind, stands a better opportunity of getting unusual value for his money than the man who goes into the market without these standards.

What are some of the standards to have in mind in selecting an automobile? They may be arrived at quickly by asking yourself this question: "What do I really want in an automobile?" Here, we think, is your answer:

- | | |
|-------------------------------------|---------------------|
| Ample power—enough and not too much | Reliability |
| Flexibility of control | Good looks |
| Comfort | The quality to wear |
| Convenience | Fair price |
| Safety | |

These are the elements you want in a motor car. Combined properly in one car they assure that big result—Satisfactory Service.

We ask to have Chalmers cars examined with these big points in mind. We are confident you will find the "30," the "Thirty-six," the "Forty" and the Chalmers "Six" standing the test with credit to their builder. In order, however, to make a concrete case, we ask you to follow us here while we apply these yardsticks to the Chalmers "Thirty-six."

Power

First, on the basis of ample but not extravagant power. The long stroke motor of the "Thirty-six" model (4 1-4 x 5 1-4) develops full 36 H. P. It gives you all the power you need for any conditions and yet it does not uselessly burn gasoline. This motor is a faultless puller in heavy going. The Chalmers "Thirty-six" motor is built entirely in the Chalmers shops. Thus we are sure that we get out of it all that is possible in power and economy of operation.

The connecting link between this motor and the driving shaft is a four forward speed transmission. This transmission, taken with the long stroke, carefully-manufactured motor and the improved carburetor with dash adjustment, gives a flexibility of control which brings praise from the most experienced drivers.

A motor is not necessarily good because it is built on a certain principle. You cannot, of course, build a good motor on a bad principle. But you might build a poor one on a good principle. The principle of the Chalmers "Thirty-six" motor, with big valves in the head, cylinders en bloc and two bearing crankshaft, is unique, but well tried, of proved efficiency. And yet it is not because of the principle alone that this motor has unusual merit.

It would be possible for the Chalmers shops to build just as efficient a motor of another good principle. The details of design, the materials used and the workmanship are the most important factors toward a perfect motor. Many arguments are heard concerning the virtues of various types of motors. Several types look equal to us, theoretically. The arguments in favor of one are as convincing as the arguments in favor of another. But the big point is that it takes something more than blue prints to make a motor that is unique from the standpoint of smoothness and economy of operation. Chalmers motors are that sort, because they are well designed, well built of the best materials obtainable and thoroughly tested before delivery. We are sure that the methods of testing motors employed in the Chalmers factory are not equalled in more than two or three plants in the country. They are not surpassed by any.

(Continued next week.)

The above models on view at our salesroom, on North Holly street, near Main.

Valley Auto Co.

AUTOMOBILISTS

We Cater to the Auto Trade with Full Lines of

- AUTO HATS AND CAPS**
- AUTO GLOVES**
- AUTO GOGGLES**
- AUTO TRUNKS**
- AUTO DUSTERS**

We invite you to inspect our lines in the above

Let us give you a "Demonstration"

