

HOW TO BUY AN AUTOMOBILE

Is Easy Matter for a Man to Check Up the Agents by Referring to a Catalogue—Freight Plus Factory Cost Is All.

The automobile has come to stay. The demand for it has proven that it is not a fad that will die in time, as it is well known that when a man has once owned a machine, he will never do without one. The time has come when every man in moderate circumstances or with a fair salary wants one and when sold at a legitimate profit can own one. The time is drawing near when fancy prices cannot be asked for a car.

The average man knows when he is getting value received, and he does not have to refer back many years to remember the prices on bicycles, etc., and to know that he can get as good a bicycle today for \$40 as he had to pay \$150 for a few years ago. There are as yet too many agents who expect to make a year's salary on the sale of from three to five machines. If you are expecting to buy a car, ask the agent for a catalogue, all manufacturers issue them, and see the price at which they are quoted at the factory, add to that the freight which can be had from the railroad company, and the value of the additional equipment you are to receive, and you can easily find out whether or not you are buying the car at the right price. In buying a car the purchaser should inquire as to the guarantee and satisfy himself as to whether the promised guarantee would hold good. A man selling automobiles should have an established place off business to enable him to back up his guarantee by taking care of his customers and looking after the machines he has sold, as it is an every day testimonial as to the quality of the car and his word he has given the purchaser as to its durability and efficiency. A satisfied customer is the best asset a dealer can have.

I am selling cars with a year's guarantee, and when I say this I mean it in every sense of the word. When a man buys a car from me I want him to feel at liberty at any time to drive into my place and have his car adjusted, should it need it, without any cost to him. And should any part break through any defect whatever I will replace it without any cost to him. It has been the general custom, that as soon as you sell a man a car, you have no further interest in him and the less you see of him the better, but my idea is to keep in touch with every Overland car

REO HAS MANY NEW FEATURES

Ross Kline Is Kept Busy Demonstrating Car to Interested Parties—Center Control With One Lever Is New.

East Main street, across from the Nash hotel, is becoming "automobile" row for daily new cars lined up at the curb are attracting the attention of those on the street. A large crowd has gathered every day around Ross Kline's new Reo, and Mr. Kline, who is agent for the car, is kept busy explaining the new features.

The Reo this year has a great many new features, prominent among them being the center control with one lever. This makes it possible for the driver to get out of the car on either side. The transmission and main bearing of the engine are adjustable from the outside, and there is no tearing of the engine or transmission apart to tighten bearings. There are but three ball bearings on the car, and two of them are in the fan, the rest being solid roller bearings. Mr. Kline states that the Reo has more changes than any other car made.

The Rubber Production.
The annual production of rubber of all grades at the present time is estimated at 75,000 tons. Fifty per cent of this total is being used in the manufacture of automobile tires and accessories. Forty thousand tons of the yearly output, about 55 per cent, comes from the valley of the Amazon. Rubber has become the largest individual item in point of value in the import trade of the United States.

Big Cars Sell.
Among the sales of big cars for the week is a Locomobile by Jack Neff of the Crater Lake garage, and a Chalmers "26" by the Valley Auto company.

whether I sold it or not. If it is running good I want to know it and if it is running bad I want to know it. Also if it is running good tell the other fellow and if it is running bad tell me. I want every man to feel that he is getting his money's worth. When a man feels that he is getting just treatment he will certainly be glad to recommend the seller to his friends. Don't buy a car on the spur of the moment, think it over, investigate for yourself the merits of the different cars, and after you have satisfied yourself as to which is the one to buy, then buy it and not before.
C. E. GATES

CONTROL SYSTEM IS VERY SIMPLE

"From the Raw Novice to the Finished Expert in Two Hours" Is Claim Made for New System by Its Originator.

The simple control system of a modern motor car and the ease with which it can be mastered by a driver with no experience whatever are illustrated by a plan of instruction in use at a place of business of a big dealer in an Ohio city.

"From the raw novice to the finished expert in two hours," is the claim made for this system by its originator.

He takes each novice to a courtyard back of his garage and has the rear end of the man's new car jacked up until the wheels are an inch or more off the ground. He starts the motor and spends about ten minutes explaining the theory of gear-shifting and the simple method by which the car is controlled. Then he leaves the novice to himself for about an hour with orders to use his imagination and act accordingly. When the hour is up he puts the pupil through a short examination on imaginary emergencies and turns him loose alone. Graduates of this school are invariably capable of getting their cars home without trouble. After a day or two of experience where traffic is thick they are able to drive anywhere, with all the cool confidence of veteran experts.

The inventor of the plan says it is perfectly logical.

"Instinct," he maintains, "tells even an inexperienced driver how to steer his car. Gear-shifting is really all he has to learn. When he has made that detail one that he can care for without stopping to think, he can go anywhere. I've always claimed as much; now I've proved it. Give a man—or a woman, either—a simple car and he can teach himself to drive in a few minutes."

NEFF ADDS TWO LINES TO LIST

J. C. Neff of the Crater Lake Garage, has added two new lines to his automobile stock, the Hudson cars, and the Kelley trucks. Both lines have world-wide reputations and their reception in Medford is assured. Mr. Neff of course will continue as agent for the Locomobile, a car that is very popular in Medford.

ATTENTION Mr. Prospect

MOTORCYCLES

Harley Davidson Flying Merkel

Our contracts with The Flying Merkel and Harley-Davidson factories guarantee the delivery of fifty motorcycles to us for the 1912 season. These factories have reached their high water mark, working both day and night, and will not guarantee additional deliveries unless we take out new contracts immediately.

Consider

The Flying Merkel and Harley-Davidson Motorcycles have been on the market for eleven years, and, with each year have added improvements and refinements, until today we believe that these represent the world's finest, most comfortable and most reliable Motorcycles on the market.

BICYCLES

Our policy is to absolutely guarantee all Harley-Davidson and Flying Merkel Motorcycles, and take care of the owners. We are now prepared to demonstrate and make immediate delivery of both models and can offer very attractive terms to responsible parties.

Our territory embraces Southern Oregon and every mail brings inquiries, most of whom are interested enough to write for catalogue.

Complete stock of highest grade wheels and sundries—Pierce, Cleveland, Tribune, Wonder, Rugby, Shapleigh Special, Pope-Daily Service and many others. These lines are all guaranteed.

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Mannish Sweaters for Women

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(OF COURSE)

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