

SUPPLY HOUSE MAKES BIG GROWTH

Pacific Motor Supply Company Covers District From Eugene to Duns-muir—New Lines Have Been and Are Being Added.

An example of the growth and development of the Rogue river valley is the show window of the Pacific Motor Supply company this week— which is piled to its fullest capacity with automobile casings.

Less than fifteen months ago these people started an exclusive motor supply business on both a wholesale and retail basis. Today according to the president, P. S. Steenstrup, who has just returned from an extended trip from southern California, they are covering a territory from Eugene to Dunsuir, California, and are planning to reach out still further.

Many new lines have been and are being added, the most notable of which are the bicycle and motorcycle department. The mechanical department which is now being fully equipped with the latest appliances and machinery will, within the next thirty days, be as complete and up-to-date as any on the Pacific coast. Homer Elwood has been added to the staff and will have full charge of the motorcycle department which comprises of the Flying Merkel and Harley-Davidson agencies.

The bicycle department is stocked with eight representative lines of high-grade, guaranteed wheels and is the result of a careful study of the bicycle market.

In the mechanical department machinery has been installed adequate to take care of all branches of bicycle and motorcycle repairing. It is the aim of the company to make this department as complete as any on the Pacific coast.

In the automobile sundry department representative lines of all the leading manufacturers are in stock and within the next thirty days this stock will be as complete as any of the auto supply stores in Portland or San Francisco.

The tire department contains complete stocks of eight of America's leading tires and on four of these lines the Pacific Motor Supply company is on the same basis as a direct factory branch and can make replacements and adjustments from stock, thereby eliminating delay and transportation expense.

The Pacific Motor Supply company issued a catalogue at the time of opening of the store, but, as the same became obsolete in a short time, owing to changed and added lines, a new complete illustrated catalogue is now in preparation.

The Pacific Motor Supply company's sales staff is in charge of "Bob" Flynn than whom no more popular salesman exists in the state. He and Mr. Elwood will handle the outside territory, covering the same monthly by motorcycle and automobile, thus giving the dealers in the other towns of the territory such service as they could get no other way.

Carried Deer on Car.

During a recent trip to the mountains Ray Tabor, a jeweler in Dor-

SOME OF MEDFORD'S LADY CHAUFFERS WHO ARE EXPERTS IN HANDLING CARS—MRS. ALLEN IN FIRST CAR IN ROGUE VALLEY.



ris, Cal. just south of the Oregon line, bagged three mule-tail deer, and he carried the venison home on his little Buick runabout.

The Center Control.

Both the Reo and Overland this year have center control, this arrangement of the levers making it possible for the driver to enter the car from either side. The Buick has placed the levers inside the car, but not in the center.

No Hardware Visible.

The body of the cars this year presents a smooth exterior except for the hinges on the doors. There are no handles protruding and the general appearance is thereby improved.

BABIES DIT WHEN PLAN FOR REVENGE FAILS

NEW YORK, Feb. 24.—The mystery in the eight deaths of babies in the Brooklyn nursery and infants' hospital was cleared up, the police say, by the confession of Win-

fred Ankres, a kitchen woman and hospital nurse, who admitted she placed oxalic acid in the babies' milk bottles. On Saturday, according to the police version of the confession, the woman stated:

"I put two or three drops of oxalic acid into the bottles. I did not do it with intent to kill the babies, but I wanted to get square with the nurses who were my enemies. I wanted to make the babies sick." The police believe the woman to be demented.

LONG AND SHORT HAUL CASE IN HIGH COURT

WASHINGTON, Feb. 24.—Argument is under way in the supreme court by attorneys for Spokane, Wash., and other Intermountain cities to obtain final judicial ruling on the order of the interstate commerce commission granting those cities freight rates lower than to the Pacific coast points on shipments from the east. The arguments marked the closing phase of a fight that has

lasted more than twenty years.

J. A. Fowler, assistant to the attorney general, appeared for the government. He contended for the upholding of the validity of the long and short haul, the order of the interstate commerce commission, and contended the commerce court was without authority in enjoining the enforcement of the order. Fowler declared with the freight rates on shipments from the east to Spokane as high as to the Pacific coast cities, the latter could compete with Spokane in its natural territory and thus rob Spokane of its natural geographical advantage.

The court will hear further arguments Monday.

CARD OF THANKS.

To our neighbors and friends who so kindly and generously assisted us in our bereavement, we return our heartfelt thanks.

MR. AND MRS. W. S. HAMMOND AND FAMILY.

TAFT SAYS HE FAVORS MORE BATTLESHIPS

WASHINGTON, Feb. 24.—President Taft, speaking at the peace meeting of the Navy league today, declared the time has not come for this country to be economical at the expense of an adequate naval establishment. He expressed the hope that the present congress would authorize the construction of two battleships and said he would gladly sign the bill that carried such an authorization.

Rear Admiral Wainwright, retired, Representative Swager and Shearley of Kentucky and Charles Francis Adams of Boston were the other speakers at this meeting, which was the last of the seventh annual convention of the league. Secretary Myers accompanied the president to the meeting.

LONG STROKE MOTOR IS ABSOLUTELY BEST

While carefully studying the eva of the big motor shows in New York and Chicago, H. L. Keats noticed one predominating mechanical tendency— that is, toward the long-stroke motor. "Some manufacturers have it, others are getting to it and a few still stand by the old short-stroke motor," says the northwest distributor for the Chalmers and Pope-Hartford, whose agent here is the Valley Auto Co. "There are a few freaks which would do credit to the wildest long-stroke fanatic in Europe, where the construction originated. But on the whole the trend is toward a sensible and conservative development of the long-stroke principle.

"That the designers who have adopted this construction are on the right track, is beyond cavil. Regarded from every angle, the long-stroke principle is right. It's as simple as adding two and two when one stops to consider it.

"We all know that the longer leverage we get with a crowbar, the easier it is to lift a given weight. The 'jimmie,' burglarious tool that it is, is one of the most wonderful tools because of the great leverage it gives. Most of us are familiar with the ordinary rowboat and the outrigger rowboat; the latter is much easier to row than the former. Anyone who has ever paddled a canoe knows that the paddle is useless for propelling the boat unless the propelling hand grasps near the blade, and thus secures a long leverage."

Less Brass to Clean.

Many of this year's models are finished entirely in black enamel and nickel, offering no brass surfaces to be cleaned. On some cars this is carried out on every model and on others it is optional. A nickel finished Chalmers is on its way to the Valley Auto company.

Coast Assembling Plant.

Within a short time the Ford Motor Car company will start the erection of an assembling plant in Los Angeles that will cost close to half a million dollars. The building will be so constructed that it can be enlarged from four to ten stories.

MATERIAL IN A CAR IS EVERYTHING

"Nothing is so conducive to the attainment of maximum enjoyment and satisfaction in the use of a motor car as the fact that its axles, transmission, differential, steering gear, springs and other vital parts are built of the very best material obtainable in the market," says R. E. Olds, president of the Reo Motor Car company, represented here by Ross Kline.

"In our completely equipped modern laboratory all the material used in the Reo the Fifth is thoroughly tested. Not a gear, bearing or other vital part, even to the minutest screw, nut or bolt, enters into its construction but measures up to the rigid Reo standard of strength and hardness. Our gears are all carefully tested in a crushing machine, capable of fifty tons pressure. The usual test is a hammer test, which, to say the least, is unscientific and inexact.

"In our crushing machine we learn exactly what a gear will stand. Here lies one of the secrets why the Reo the Fifth made so enviable a record as official pilot car in the last Golden tour from New York to Jacksonville. "The diameter of the rear axle has been enlarged and the axle shafts are built of nickel steel. It is subjected to chemical analysis, to crushing, to gear tests and to tests of tensile strength. The weakness of most cars is found in the rear axle. Nothing in our mechanism shows a larger margin of safety. Nothing has more exact scientific attention.

"The differential gears have been greatly improved. The gears are made heavier than ever before. The differential is designed for forty-five horsepower. With a thirty-horsepower motor this leaves a wide margin of safety in one of the most vital parts of the car.

Demonstrates in Snow.

Despite the snow of Thursday morning, dealers were demonstrating cars. Gates, the Overland man, has three people out in his runabout. Mr. Gates is expecting a big touring car, "the big green fellow," next week.

Legal blanks at the Medford Printing company.

"GOING UP"—IT'S EASY WITH A "36"



The Chalmers "36" ascending the steep and slippery Hospital Hill.

SEATS NOW SELLING - AT HASKINS

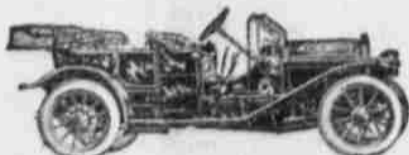
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MEDFORD NATATORIUM Prices: \$2.00 - \$1.50 - \$1.00

YOU  GO

BACK TO THE WOODS