

Mail Tribune Automobile Section

MEDFORD LEADS THE STATE.

Statistics furnished by Secretary of State Orcutt show that there were 6417 licenses for automobiles issued during 1911 in Oregon. Of these half 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 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.

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

City	Population	Licenses	Inhabitants per auto.
Astoria	4275	97	44
Albany	5599	65	146
Ashland	5020	79	63
Baker	6742	89	76
Corvallis	4552	54	84
Eugene	5009	150	60
Grants Pass	3897	83	46
Medford	8846	243	36
Marshfield	2980	32	93
Klamath Falls	2758	54	51
La Grande	4843	59	82
The Dalles	4180	74	60
Oregon City	4287	36	119
Portland	297,214	3208	64
Pendleton	4460	64	69
Roseburg	4738	57	83
Salem	14,094	277	50
St. Johns	4872	10	487

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, those in addition to Medford and Ashland being: Central Point 21, Eagle Point 2, Jacksonville 13, Gold Hill 5, Woodville 3, Wollen 2, Phoenix 4 and Talent 9.

REO THE FIFTH



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Crater Lake Garage

Price, Fully Equipped, with Self-Starter, F. O. B. Medford, \$1,350

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Here are a Few of the Many Improvements that make the Reo the latest word in automobile perfection:

Center control; transmission and main bearings of engine all adjustable from outside; only three ball-bearings in car, two in fan—other bearings are solid roller; more changes for better than in any other car.

"MY IDEAL OF A CAR."---R. E. Olds

"My farewell car, in every detail, makes the best I know, and I've built cars for twenty-five years. If any man can build a car better, he's a better man than I."

ROSS KLINE, Agent

Crater Lake Garage, Medford, Oregon

THIS SECTION IS IDEAL FOR AUTOS

More Automobile Tours and Trips During 1911 Than in All of the Previous Years Combined—Crater Lake Trip a Great Pleasure.

During the season of 1911 there were more automobile tours and trips made by Medford autoists than in all the previous years since the introduction of the gasoline pleasure vehicles to the Medford public. The automobile has been brought to such a state of perfection that nowadays one may start out for a one, two or three days' tour without fear of break-down and is not even forced to take along a professional chauffeur.

Medford is surrounded by scenic routes and in season the roads are in good condition. Crescent City as an objective point gained immensely in popularity last year and the ride to Crater Lake is always one of the first on the calendar. The road to Ashland and the one to Grants Pass have become almost as familiar to local auto owners as the Medford streets.

AUTO INDUSTRY OF GREAT EXTENT

Ten Years Ago It Was Nothing—Now It Ranks as the Fourth Largest Manufacturing Industry in the United States.

Few people know to what large proportions the automobile industry of this country has grown, and what it amounts to, and still fewer people realize what a small thing it is compared to what it will be in ten years from now.

Ten years ago it was nothing. Today it ranks as the fourth largest manufacturing industry in the United States. The value of this industry may be readily seen by the fact that the value of the automobiles in use during the past year exceeded the value of the world's output of gold for the same period.

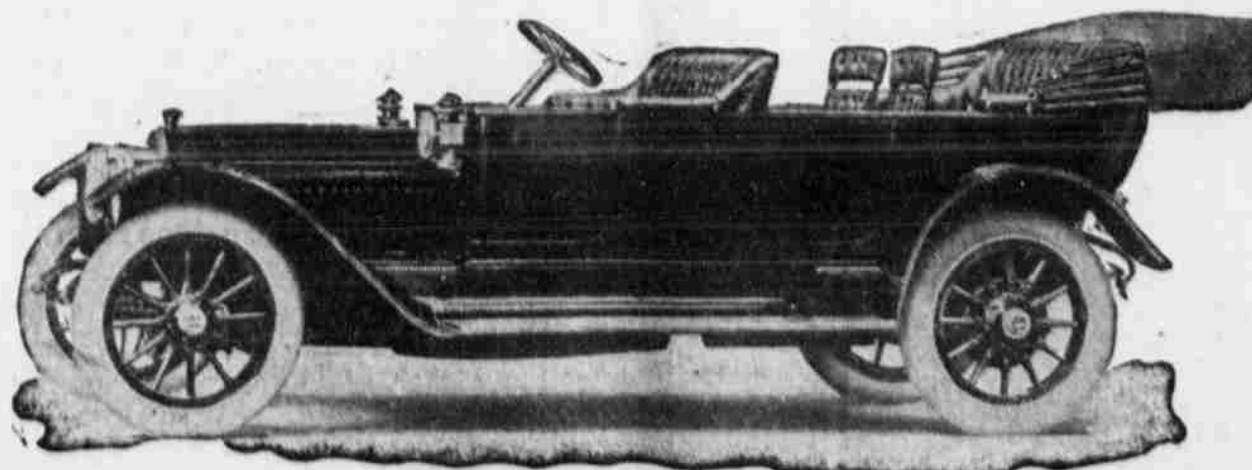
The automobile if a few years ago was a luxury to be enjoyed only by the few. But the luxuries of yesterday have become the necessities of today. These words fittingly express the position of the automobile

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CRAFTER LAKE GARAGE

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