

HOW MOTOR CAR PAID FOR ITSELF ON POWELL'S PLAN

An element which the prospective motorist seldom takes into account in his estimates of the benefits which his car will bring, is the inspiring influence which the car brings to the health and strength of himself and his family.

Many a life has been prolonged by a doctor's prescription that consisted solely of one motor car, taken in regular and frequent doses. More often than not, so doctors say, the car's advent marks the loss of many a remunerative patient who, given this added incentive to regular, pleasant outings in the open air, has been entirely cured of some real or imaginary ailment.

Especially in this benefit noted among persons of advancing age, to whom a daily outing or two in the open air often proves a restorer and an agent of prolonged life and good health.

"Pay as you ride." Power of the Powell Auto Co., local Maxwell distributors, is fond of telling in this connection of a case that recently came under his own notice.

"I happen to know a business man," Mr. Power says, "whose wages are probably about \$125 or \$150 a month. He is middle-aged and has nobody dependent on him but his wife, who was for many years an invalid.

"After trying all sorts of treatment to restore her to health, he bought a light, medium-priced automobile. The car was of no use in his business, except as a means of transportation to and from work, but he told me the other day that it had already paid for itself in both happiness and in cold cash.

"Every pleasant evening this man and his wife motored the streets and boulevards of their home city. Every holiday when weather has permitted, they have enjoyed a short tour in the country. He spends his annual vacation in the car and takes his wife with him.

"Since he has had the car he has not incurred one cent of doctor's bill. His wife is, for the first time in years, absolutely well and radiantly happy. As for the maintenance expense, he declares that it is easily covered by the reduction in cartage, theaters and other amusements which the car has displaced.

"The last time I saw him, this man told me that, if his car couldn't be replaced, he wouldn't sell it at any price. It had transformed the whole atmosphere of his home."

SERVICE OF MOTOR CAR BIG PROBLEM

The greatest problem to car owners of the west is: Where can I get a car that will render me normal service under normal western conditions, and at the same time be assured of service from my local leader necessary to make my purchase a satisfactory one.

Practically all automobiles are manufactured in the middle west

where road conditions such as we know are unknown. Under the conditions existing here, most any car will measure up to manufacturers tests, and give uniform service. The western driver naturally meets some middle western road conditions, but in mountain driving he strikes the long hard pulls that are unknown in the car manufacturing country.

With this condition in mind, the Studebaker Corporation produced a car, light in weight, sufficiently roomy, with excess power sufficient to insure normal service under the most adverse road conditions.

The four cylinder car, weighing only 2660 pounds, has a 40 h. p. motor, the Six of the same type actually generates 50 h. p. On a recent drive from Portland to Medford it was not found necessary to shift the gears of the Six, but instead, all hills were easily negotiated in high gear. This run not only conclusively proved that the car has sufficient power, but that back of this power was sufficient strength of construction to insure long and continued service under the most trying conditions.

Before taking on the Studebaker line we had a thorough investigation of practically every car on the market, with a view to adding to our line a car which we could safely back up with a service guarantee never before attempted in Medford. By a Dealer's Service Guarantee you can judge his faith in his car. By his ability to give the service promised you can judge your ultimate satisfaction. We have established a service on Studebaker cars, which space forbids explaining in detail. Ordinarily such service would be very expensive to us but we have enough faith in the Studebaker to feel that the service promise will not be burdensome.

GERMAN ARROGANCE ANGERS BULGARIANS

PARIS, Dec. 21.—A Rome dispatch to the Havas agency dated December 20, says the newspaper Secolo has received from the Seres (Macedonia) correspondent the following:

"Russophile Bulgarian deserters report that the discontent with the German officers' arrogance is increasing in the Bulgarian army. Near Strumitsa a Bulgarian soldier fired three evasive shots at General Theodoroff (Bulgarian). He missed his aim, but killed the general's aid de camp. The soldier was hanged."

KANES CREEK

Mr. and Mrs. Al Boggis of the Braden returned home Sunday after spending several days visiting with relatives and friends in Medford.

Messrs. Elmer Higinbotham, Thos. Norris and Mac Dougal of the Gold Ridge mine spent Saturday and Sunday in the Hub.

Mr. Williams and wife returned to northern California after several weeks' visit with relatives and friends on Kane's creek.

Kanes Creek business visitors this week were: Mr. and Mrs. Toney Olsen, James Lawrence, David Brown, Mike Foley, Al Boggis and wife, Mr.

and Mrs. William Lewis, Miss Margaret Foley, Al Rhoten and William Yantz.

Mr. Crawford, Mrs. William Lewis' brother, of Idaho, is paying them a visit this winter.

All those reported on the sick list are convalescent.

The Darlanelles school is progressing nicely under the efficient management of Miss Foley. Several new pupils have entered school in the last month.

Weather prophet's forecast: Rain for the month ending December.

Despite the bad weather and muddy roads, several are attending the Gold Hill high school this year. Those attending school in Gold Hill from Kane's creek this year are: Pauline Olsen, Otis Olsen, William Foley, Velma Esta and Kenneth Davidson and Margie Lewis.

EDEN PRECINCT

Mr. and Mrs. J. D. Henry of North Talent were in Medford Saturday.

Many kindly remembrances for the sick in this precinct are being made ready to gladden their hearts on Christmas.

Last Friday, Dec. 17, twenty-two of the near neighbors gathered at the home of Miss Lulla Roberts and gave her a surprise, the occasion being her twenty-third birthday. To say they worked a complete surprise is putting it mildly. Games and music filled the hours until midnight when dainty refreshments were served. All had an enjoyable evening.

Those from Phoenix who were trading in Medford Saturday were Mrs. Wm. Carliss, Mr. Horine and son, Geo. Horine, Fats Edwards, Chas. McClain, Chas. Roberts, Geo. Eifers, Mrs. D. Lenbers.

Those from Talent, Mrs. James Pellett, Mrs. F. C. Reimer, Mrs. J. B. Coleman, Mrs. Wm. Wells, Mr. and

Mrs. Noah Chandler, Mr. and Mrs. C. Carey.

Mrs. A. J. Hensler of Fern valley was trading in Medford Saturday. Mr. and Mrs. H. H. Boyer of Fern valley were in Medford Saturday.

Mr. and Mrs. W. S. Stancliff were among recent Xmas shoppers in Medford.

Mr. and Mrs. W. E. Anderson of North Eden were Medford visitors Saturday.



Government expert, engineers of Packard and Ford companies, and other authorities, declare oil from asphalt-base crude has greatest efficiency. And it was on efficiency that Zerolene, the oil made from California asphalt-base petroleum, was awarded highest competitive honors, San Francisco and San Diego Expositions.

Standard Oil Company (California) Medford



ZEROLENE
the Standard Oil for Motor Cars



The Ideal Gift Shop
WATERS'
Paint and Wall Paper Store

We Give S. & H. Green Trading Stamps

FREE!

A Tea Pot free with every purchase of one pound of Chase & Sanborn's Tea or Coffee

Special Low Prices on
FANCY CHINA
This Week Only.

The Best Flour
in the city for the money at \$1.35 per sack.

We stand First on
ORANGES
size 150, 25¢ doz., size 126, 30¢ doz.

Groceries - Meats
Place your order with us for a Fancy Christmas Turkey

Warner, Wortman & Gore

JONES Wants Your Xmas Business

Don't pass by those
Oranges and English Walnuts

Peanuts 12c lb.

Why do you want to pay fancy prices to fancy grocers?

GET OUT AND LOOK FOR

JONES

PHONE 235

225 W. MAIN

DODGE BROTHERS MOTOR CAR

We have made no extravagant claims for this car

IT SPEAKS FOR ITSELF

32 cars sold in this territory and not one owner has paid a cent for repairs. Ask any Dodge owner what he thinks of his car.

We carry a full line of parts in stock. Compare the price of these parts with any other car selling around this price.

The price of the car is
\$880 f. o. b. Medford

BERNARD MOTOR CO.
MEDFORD

THREE LEADERS FOR 1916



No car of equal quality can be sold for a price as low as the Cadillac price, unless it commands a market as large as the Cadillac market.

Intrinsic value, performance value, social value—in all three it is America's one incomparable motor car.

19,000 Cadillac Eight-Cylinder Cars are now in service and there are 19,000 Cadillac owners who prefer their car to any other because they are satisfied that they can get more out of it, in every sense of the word, than they can get out of any other car.

Chalmers

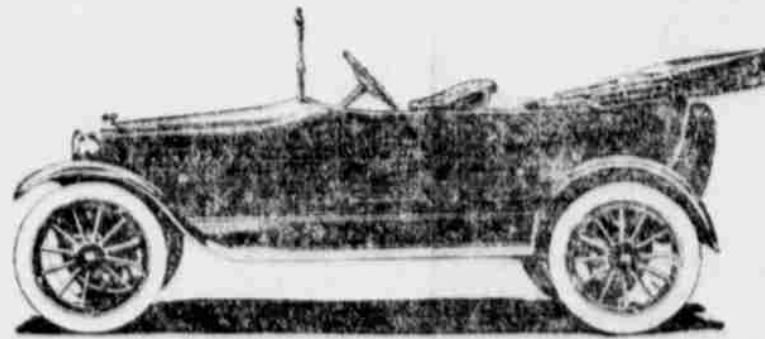
THE NEW CHALMERS SIX-30

at

\$1160 f. o. b. Medford

is

The biggest value ever offered to the motor-buying public. Has Timken bearings throughout, multiple disc clutch, 18 gallon gasoline tank, runs 18 to 20 miles per gallon. Weighs 2660 pounds. Transmission is located where it belongs. Gear shifting is surprisingly easy. Has Chalmers Quality and Chalmers Service. All these things should be considered in buying a motor car.



SAXON SIX \$885
f. o. b. Medford

Reasons for buying a Saxon Motor Car: 1. Beauty of design. 2. Flexibility of the motor. 3. Perfect lubrication. 4. Roadability. 5. Exceptionally economical to operate.

It is a snappy, powerful car of individuality, style and character. Compare it with any car under a thousand in price.

Saxon Roadster at \$445.00 f. o. b. Medford. It will pay you to investigate these cars.

Demonstrators will be here in a few days.

Perry L. Ashcraft, Jr. Dealer

Phone 18

At Valley Garage

18 No. Holly