

PLACE OF HONOR FOR OVERLAND

The Willys-Overland starter in a recent issue says:

"In the recent automobile show at Chicago the newspapers stated that in awarding space in the building the company receiving the position of honor was the one whose volume of business during the preceding 12 months had surpassed that of all its exhibiting competitors and that was the Willys-Overland company. The position of honor at the New York show was also given to this company.

"That model of efficiency, the beautiful Willys-Knight Eight chassis, was one of the most widely discussed exhibits. Even the layman of most unmechanical turn of mind could readily understand by a study of this chassis the principle of the sleeve-valve motor and its advantages. The cut-away chassis with the assistance of carefully arranged lights makes every working part of the motor open to public inspection.

"The new Country Club proved just as popular in its class. That a car of the Country Club's snappy lines, with wire wheels, real seating comfort and high grade finish can be sold at a Country Club's price, was a revelation. "The Willys-Overland's newest five-passenger four-cylinder car—the Light Four and the other models were all popular in the big display."

Millner is county agent for these cars.

MAXWELL RECORD IN WEST

For endurance running reliability in the mountain countries of the far west the Maxwell holds practically all the best records that have been made so far. Driving a stock Maxwell roadster, Ray F. McNamera established a record from Spokane to Seattle last August that still holds as the best, though several cars have put to the run in efforts to lower the time. The Maxwell got over the distance between the two cities in eleven hours and fifty-three minutes. This beat the fastest trains by more than an hour and it took six hours off the best previous automobile records. The second best time, made in an effort to beat the Maxwell, required three hours more than the Maxwell's record. There are several mountain ranges and a desert to cross on the run. The Maxwell's Medford agent is the A. W. Walker Auto Co.

THREE POPULAR AUTOMOBILES

One of the comparatively new firms in the Medford Automobile Co., located on North Riverside ave., opposite the Natatorium. C. P. Talent, the manager, has been an auto salesman in this city for years, and thoroughly understands the business.

They handle Mitchell, Hupmobile and Dorr, three popular cars, ranging from low priced to standard priced, thereby being able to fit every pocket book "lean or fat."

The Mitchell and "Hup" are well known here and there are several in the valley, but the Dart is a new car in this section and the dealers have only been able to secure one car, which was picked up in a few days after it arrived.

CAR SITUATION A HARDSHIP

The present condition existing regarding freight car equipment for shipping automobiles to the Pacific coast is one of the worst the dealers have had to contend with in years, says J. C. Powers Buick local dealer. On his trip east a week ago he found conditions there almost as bad as here, as the dealers there have to drive their cars by their own power as far as they can, and are doing so almost to the extreme.

Shipping automobiles on flat cars is almost as common as slipping in box cars. However, in doing this it is more expensive, being impossible to slip more than three cars in this manner, in place of five or more. They are fastened securely to the car and then covered very close with heavy tarpaulin which keeps them almost as nice as if they were in box cars. There are train loads of flat cars loaded in this manner, that are being rushed through as fast as possible, but also this manner of shipping is limited. So far, the Howard Auto Co., Pacific Coast distributors for Buick cars, have not had to accept many shipments of this nature, but owing to the shortage of cars, have agreed to accept a trainload of Buick automobiles on flat cars to supply the demand in the northwest.

The Buick factory has never been in a better shape to make deliveries on cars than it is at the present time. Having their warehouses full and all the additional room they can find.

Automobiles are being more extensively used in the east for almost every line of business, as well as pleasure. People on the farms are finding a real saving in having a car to do their running around, as it not only saves time, but it is a saving on their horses and is a great saving in money, as when you do not use the car, it does not cost anything to keep it.

4,688,412 MILES BY TEST CARS

"During 1916 the Goodrich fleet of tire testing cars traveled 4,688,412 miles, which is equivalent to 630 trips from New York to San Francisco and return, and they used upwards of 390,000 gallons of gasoline," said Dr. W. C. Geer, chief of the development department of the B. F. Goodrich company recently.

This statement was given out as six of the test cars left for the south, where they will avoid the snow covered roads of Ohio for the next several months in making their strenuous tests of the Goodrich products. The cars have been unable to make the required 300 miles every 24 hours in northern Ohio and since this mileage is considered imperative by the Operating Committee, it was decided to transfer the work to a field where it can be carried on without any interruption.

At Chattanooga the present fleet will be increased by five new cars and at Atlanta three more will be added, bringing the entire number up to 14 cars with a crew of 37 men, all expert drivers, who enjoy a record for 1916 that was free from accidents.

"When I began driving one of these test cars," said one of the drivers, "I thought it was all fun, but I soon had this taken out of me, for I have to make at least 150 miles during the day and then turn my car over to a night driver, who also makes 150 miles. We keep a complete record of every tire and the tires as well as the cars are inspected by the factory experts every morning before we start out."

A METZ WINS THE GLIDDEN TOUR

Of all the events in which the Metz has carried off first honors, probably none is of equal importance with its winning the last Glidden tour, an eight days' endurance contest, from Minneapolis, Minn., to Glacier National Park, Montana, in which it was pitted against

the pick and flower of America's high priced and high-powered cars. There were thirty-one starters and twenty-four of them finished. Three Metz cars were in the contest, and each of them finished with a perfect score.

Of still greater significance is the fact that the Metz cars were the only cars that held perfect scores, without time extension or additional allowance of any kind, for the entire eight days of the tour. The Metz still retains the Glidden trophy.

The tour started from Minneapolis at 9:30 in the morning on the 11th of

July, 1913. A certain specified time was allowed each car to get from one control to the next, and at noon controls only an hour, or an hour and a half at the most, was allotted for dinner. No overhauling or adjustments were allowed except during the running time.

The Metz is handled in Medford by White & Applegate.

Tom Merriman, the reliable blacksmith, is also an expert on repairing and making springs and setting tires and repairing auto frames.

NEW HOME OF THE STUDEBAKER

The elegant new home of the Studebaker in Medford at the corner of Main and Grapo streets, with W. R. De Lay, as local agent, is one of the nicest and most conveniently located automobile stations in Medford. The building has been re-arranged to suit Mr. De Lay and the first car load of the famous Studebakers have been

unloaded and are now on display. A line of accessories for these cars, as well as a big stock of tires, will be carried, the Revere being featured. This is practically a new tire in Medford, but is a popular one elsewhere.

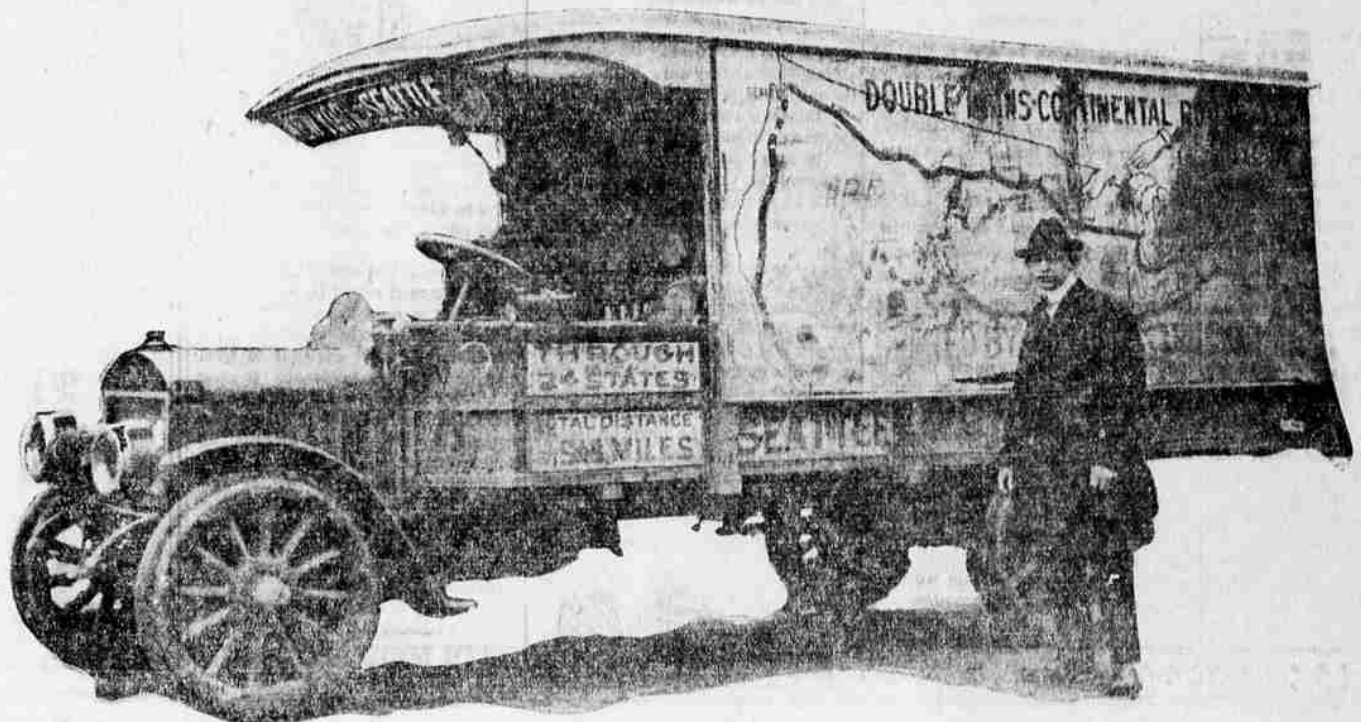
Mr. De Lay comes from Glendale, where he was cashier of a bank for five years, and was also mayor of that city. He is a live wire young business man and he and his family are delighted with the city and valley.

Mr. De Lay extends a cordial invitation for you to call and see the 1917 Studebaker.

GMC SUPREME

Seattle to New York—New York to Seattle—9513 Miles, Through 24 States

The Most Remarkable Truck Performance in America's History



Left Seattle—July 9, 1916. Arrived New York—August 10, 1916.
 Left New York—October 9, 1916. Arrived Portland—January 25, 1917.
 Reached Seattle—January 29, 1917
 (Auspices Seattle Chamber of Commerce)

Through mud—over mountains in midwinter—over roads never before traversed by a truck—the GMC 1½-ton truck which left Puget Sound six months ago, will return tomorrow. Compelled to undergo tests hitherto unheard of—gruelling, terrific—nevertheless it MADE GOOD. The punishment it received was equal to many years of the most exacting service—yet when it emerged its motor was running as smoothly as a sewing machine.

BACK IN SEATTLE

With William Warwick, who took the truck across the Continent last July—the first truck to traverse the National Parks Transcontinental Highway—at the wheel, the GMC reached Seattle January 29, successfully completing the first double transcontinental journey ever made by truck.

In a Stock Model Just Like Your GMC

Warwick's GMC was taken from the showroom of the Northwest Buick Company of Seattle—a stock model—with standard equipment. Washed down canyon sides by cloudbursts—through gumbo—flood—snow, the truck conquered every obstacle, every test—triumphantly.

Your GMC Truck Should Do the Same

Unassisted by any motor, team or man, except the driver, the truck came through every inch of the way on its own power. You may never wish to force your truck from Coast to Coast, but there's a lot of satisfaction in knowing that YOUR truck has the reserve power and ruggedness to withstand such hardships—to bear up under the punishment of extraordinary loads and roads.

Let the wonderful performance of the transcontinental GMC prompt your investigation. You can get full facts on the trip and on GMC Trucks for your business by communicating with us. Send to us for our interesting books on the Warwick Trip. It's yours for the asking.

NORTHWEST BUICK COMPANY

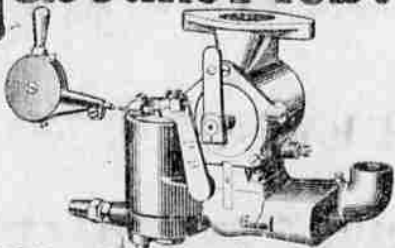
Seattle

Distributors

Spokane

FOR SALE BY COLUMBIA CARRIAGE AND AUTO WORKS, PORTLAND.

SOLVE the Gasoline Problem



With the Fuel Saving MASTER CARBURETER

It is guaranteed to give more miles to the gallon, greater power and greater speed than any other. The secret is the patented fuel distributor that accurately splits up the incoming gasoline before it is mixed with the air—result a perfect mixture with no waste.

C. E. GATES