

MODERN AUTO 21 YEARS OLD

MILLION MARK IN PRODUCTION WITH BILLION DOLLARS AS THE VALUE.

78,200 Cars Exported in 1916—What Will the Production Be in 1917.

The year 1917 marks the 21st birthday anniversary of the automobile industry in the United States.

It is of age, but unlike the tens of thousands of men whose services are dedicated to the king of vehicles, 21 years finds it still only a youth, half grown.

There are many men in Medford who recollect the beginning of the automobile industry, and saw the first, fantastically constructed wheezy, snorting "horseless carriage" from which the modern swift and silent car has evolved.

Two decades is a near cry backward and yet the year just closed saw passed for the first time in history the million mark in motor vehicle production and the industry money bill rang up more than \$1,000,000,000 as the total value.

The total production of all classes of motor vehicles in 1916 was 1,617,708. Of these 1,525,578 were passenger automobiles and 92,130 trucks or commercial cars. Based upon their retail prices the total value of the entire product was \$1,088,028,273, of which more than \$921,000,000 went for pleasure cars.

Last year's production—the greatest in all history—shows a gain of 80 per cent over that of the preceding year when 892,618 autos were manufactured. This increase is twice as much as the average annual gain since the foundation of the industry.

Of the 1,617,708 motor vehicles produced in the country last year, only 78,200 were exported. The rest were left for distribution in this country, and according to the estimates of the National Automobile Chamber of Commerce, there are now not less than 3,500,000 motor vehicles in the United States.

Although 1917 apparently will see slight elevations in the price of automobiles due to the skyrocketing of material costs, still the average price paid

apparently is not due for much of a rise.

During the last few years, in fact, the average price paid by the motor owning public has steadily declined, due largely to the huge output of small, light and cheap machines that give enjoyment to folks of ordinary incomes. For 1916 the average price was \$672 and for 1915 \$695, a drop of \$23.

Now with the 1917 buying season getting under way, the question is asked:

"What will be the production of this year?"

It will be larger, say manufacturers, than it was in 1916. In other words a new record will be again established.

Just what this production will amount to no one can with certainty foretell. Last year when the production totaled 1,617,708 cars, the National Chamber of Commerce had estimated that it would be around 1,200,000. It was wrong by 400,000 cars, and the estimate was made only after all possible data had been considered.

So in answer to the question of what 1917 holds in store, manufacturers make it plain that they merely guess when they hazard a "20 per cent increase over 1916."

RIVERSIDE GARAGE COMES BACK

One of the oldest garages in the city of Medford has again changed hands and is now being operated as the Riverside Garage by Roberts Brothers.

Due to the fact that it is located on the Pacific highway it has always been considered a good location and no doubt will attract many of the tourists passing through Medford this season.

The proprietors have recently remodelled the garage building and have installed some new and special equipment for repairing Ford automobiles so that work that was formerly done by hand, requiring hours, is now turned out in a few minutes as mechanically perfect as would be possible in a large factory.

A very late type vulcanizing plant has been included in the repair department, capable of handling any class of automobile tire repair and the general policy of unconditional guarantee will apply to this work as well as the repair of automobiles.

The Roberts Brothers are both well liked and have already established a reputation for ability, fair treatment and prompt service.

BLAME IT ON THE TIRE.

He didn't pump it full enough—the air is free
He left it soft and spongy like, and scooted on with glee,
He skidded and he griddled; he whirled through dust and mire,
And when it burst,
He cursed and cursed—
And blamed it on the tire.

He drove it on the street car tracks, with confidence superb;
He scraped it on the lamp posts and he scraped it on the curb;
He slammed it and he jammed it any way he might desire;
And when it popped
Right out he hopped—
And blamed it on the tire.

He cut it on some broken glass, but said that didn't hurt;
He kept right on through sand and mud and filled the cut with dirt.
It spotted there and rotted there and soon he howled with ire;
When up it blew,
He blew up, too—
And blamed it on the tire.

He put on chains that ground and chewed and gouged into the tread,
He knew his wheels were out of line, "But what of that?" he said.
He whizzed along and sized along, he picked up nails and wire,
And when it banged
His fist he whanged—
And blamed it on the tire.

Who is this man? Go ask the boys who meet him every day.
Go ask the boys who have to hear the things he has to say.
He bores in and roars in with words of angry fire,
Though he's to blame,
It's all the same—
He blames it on the tire.

To Mark the Highway.

The entire length of the Pacific highway across the states of Washington, Oregon and California is to be marked early this spring with new road signs of enamel on iron, with double arrows naming the distances ahead and backward to the nearest town of importance. The entire cost of signing the roads will be paid by the Automobile Club of America, which foots all the bills.



SHELL COMPANY DOUBLES SIZE OF PLANT

It is of interest to automobile owners in Medford and vicinity that the big refinery of the Shell company at Martinez, Cal., is doubling the size of its lubricating plant so as to meet the increased demand for Shell lubricating oils and greases. Shell company's famous brand of automobile oil, known as Shell Motor Oil, is made at the Martinez refinery from selected crude oil from the Coalinga fields, brought by pipeline to the refinery. This economy in transportation, together with the size of the refinery, makes it possible to place this splendid oil on the market at a moderate price, and the growing demand in Medford, and vicinity, is spoken of by Messrs. Hubbard Brothers, the popular distributors in Medford.

CHALMERS MODEL SIX-30

The Chalmers model 6-30 is offered in a variety of styles in which are found a five-passenger touring car, two-passenger roadster, seven-passenger touring car, Lucille sedan, town car and limousine. Particular emphasis is laid on the appointments of these new bodies.

Pertinent to the present demand for enclosed cars it might be well to mention a few of the Chalmers features in these models. Lucille—Lady Duff Gordon—the renowned designer of women's apparel, has personally selected the upholstery material for all Chalmers enclosed cars. The effect is notable in the quiet, but elegant appointments of the interior.

There is a choice of several well-selected color options in all the closed cars. Chalmers 6-30 will be built in two lengths of wheelbase, a 115-inch five-passenger car, and 112-inch seven passenger model. The A. W. Walker Auto Co., is the local agent.

WITH MEDFORD TRADE IS MEDFORD MADE



Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

For we operate on the basis of—
—One executive organization.
—One factory management.
—One purchasing unit.

—One sales expense.
—One group of dealers to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

PRICES,

Light Four	\$665
Big Four	\$850
Light Six	\$985
Big Six	\$1325
Willys-Knight Four	\$1285
Willys-Knight Eight	\$1950
Country Club	\$750

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the keynote and manufacturing secret of the greatest value for the least amount of money.

Don't Fail to See the Country Club

G. E. MILLNER, Agent

MEDFORD

ASHLAND

How Hudson Super-Six Saved the Six

A REVIEW OF THE CRISIS IN MOTORDOM

Only engineers knew it, but a year ago a crisis impended in Motordom. The light-weight Six—long the favorite type—was waning in popularity. The trend was towards Eights and Twelves. It seemed for a time that certain limitations would force the Six out of the field. Note how the Super-Six reversed that condition.

For years the Light Six was the leading type. Hudson was its foremost exponent.

It was so much smoother than former types that enthusiasts called it finality.

But it never fulfilled expectations. It nowhere near ended vibration. It won hardly a record. About every performance record that counted—save a few won by V-types was still held by Fours.

MULTI-CYLINDERS CAME
At that juncture Hudson engineers—and numerous others—began to build V-type motors. That is, two Fours or two Sixes so set at angles as to combat the Six limitations.

The trouble, remember, with all types yet developed, lay in excessive vibration. That caused friction and wear. It lessened power and endurance. The object of the new types—the Eights and Twelves—was to minimize that waste.

Numerous upper-grade cars adopted them. The Hudson shop had its V-types perfected. For a time it seemed that the fate of the Six was sealed.

THEN CAME THE SUPER-SIX.

But early in 1915 Hudson engineers discovered the cause of

motor vibration. And they set out to remedy it in a new mathematical way.

In June they applied for a patent. In December the patent was granted. It gave Hudson control of a basic invention which solved the problems better than anyone had dreamed.

It added 80 per cent to the efficiency of the best Six ever built. That is, to its power and endurance. It gave the new Six—the Super-Six—a supremacy too great to be questioned.

THE FIRST YEAR'S RESULTS.

The Hudson Super-Six has been on the market a year now. It has won all worth-while records—that is, records made with a stock motor. In speed, power and endurance, in hill-climbing and quick acceleration, it has outperformed all other types. It won the chief record—the 24-hour record—by a margin of 52 per cent.

It twice broke all endurance records in a round trip from San Francisco to New York. It ran 7,000 miles at over 80 miles an hour without showing any wear on the bearings.

It has gained the supreme place in Motordom. It has come

to out-sell any other front-rank car. It is now out-performing all rival cars for 25,000 owners.

Today every man who seeks the best in a fine car must choose the Hudson Super-Six.

NOT LIKE OTHER SIXES.

But don't confuse the Super-Six with Sixes of the old type. The Super-Six is a unique type—a basic invention, controlled by Hudson patents. It differs from other Sixes more than Eights or Twelves do.

Numerous makers abandoned the V-types because of the Super-Six. The added cylinders seemed useless additions when the Super-Six so excelled.

But no other Six is like the Super-Six. Our patents prevent approach.

A NEW GASOLINE SAVER.

This year we add to the Super-Six another exclusive advantage. It is a gasoline saver, remarkably effective. At a nominal cost it can be added to any Hudson Super-Six.

And our latest bodies, in every style, are masterpiece productions. They are built to match the Super-Six supremacy.

TOURING CAR, 7-Passenger \$1650

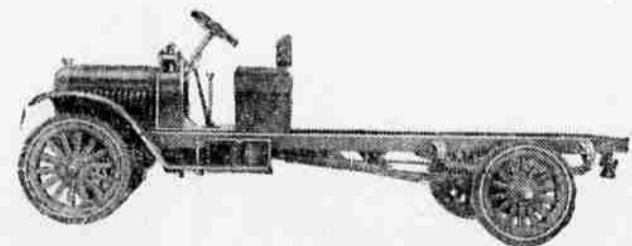
ROADSTER, 2-Passenger \$1650

(All prices f. o. b. Detroit)

A. W. WALKER AUTO CO.



Standard in every detail and made by the largest factory in the world devoted exclusively to the manufacture of Motor Trucks. They have the power, strength and are equal to all emergencies.



PRICES: One ton, \$1095; One and a half ton, \$1375; Two tons, \$1785; Three and a half ton, \$2675; f. o. b. factory.

A TRUCK FOR EVERY NEED

There have been more Republic Trucks sold in Oregon during the past year than of any other make—nearly double, in fact. Let us explain the reason.

See Us Before Buying a Truck

G. E. MILLNER, Dealer

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