

**THAT—**

That we grease and wash family automobiles  
That you should have your car looked over once a week  
That we repair all kinds of machinery  
That we weld broken parts of all kinds, heavy or light  
That our mechanics are competent to work on all kinds of cars  
That our business has increased 400 per cent in three months  
That our best recommendation is, we satisfy our customers  
That our machine shop is equipped with all the latest machinery necessary for first-class workmanship.

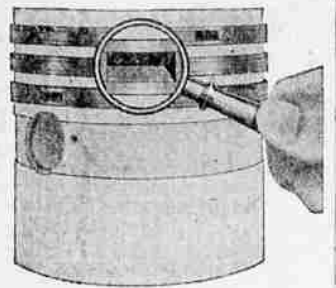
**Crater Lake Garage and Machine Shops**  
So. Fir St., near Main. Phone 100.

**J. R. Rochon**

The

**Automobile Painter**

Work Guaranteed at Walker Auto Co.



**V-PLEX Piston Rings**

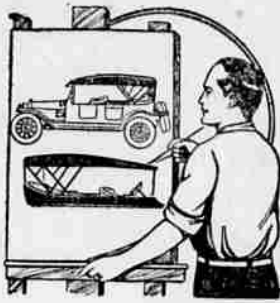
Take your car to any garage and they will tell you the merits of this ring

**V-Plex Ring Co.**  
Medford, Ore.

We Make and Repair  
**AUTO TOPS**  
and Do All Kinds of  
**Auto Trimming**

Dressing and dyeing old tops. Also Furniture Upholstering and Mattress Making.

**W. H. BROWN,**  
142 North Front



**A GOOD TOP ADDS VALUE**  
As well as tone to an auto. For no one will pay much for an incompletely and incorrectly equipped car and no car is complete without a top and a good one at that. If your car has no top or a worn-out one, let us equip it with a tip-top top.

**Medford Auto Top Factory**  
L. E. ACKLEY, Proprietor.  
118 South Central.



If you want to see your **DOLLAR** again spend it at home for a **Mitchell Orchard Ladder**  
If not, send it away. The Mitchell is the best.

**Autos.**

**AUTOMOBILE TAXES PROPOSED PROTESTED IN TRADE CIRCLES**

One of the leading manufacturers of automobiles says: "The proposed double tax of an additional 5 per cent on the price of automobiles and trucks is meeting with emphatic opposition in trade circles. With hardly one-half of the motor car makers breaking even in the matter of profits, with the cost of labor up 25 per cent and materials up anywhere from 30 per cent to 400 per cent, an additional 5 per cent on the selling price would give serious results."

"Over 50,000 firms employing from three to 2000 employees each, depend on the motor car industry for business. Thus millions of men, women and children would be effected by this proposed tax, not to mention its effect on business as a whole."

"Personally I do not see why motor car manufacturers should be additionally taxed any more than boat builders, engine or agricultural machinery makers or the steel industries. In Europe since the war started the automobile has proven indispensable, more reliable and more flexible than even the railroads in the transportation of men, guns, supplies or wounded. The more automobiles of every description America has from now on, the more she will be able to protect herself at home or to speed up the overseas reliefs."

**Automobile Notes**

W. R. DeLay reports splendid business during the past two months on the sale of Chevrolet cars. During April he sold 15 and in May 20. He expects a much larger business during the coming three months.

Owners of autos are preparing to do all they possibly can for the bond issue next Monday and will be out in force to vote for it. This is true, despite the fact that the auto tax is to be increased and that the owners of cars will pay for the \$5,000,000 bond issue. This increase will be made, however, whether the bonds carry or not, but will cause the money to come in over a 20-year period, but if the bonds carry the money will be available so work can be done immediately and the bonds paid for as the auto tax is received.

Samuel L. Smith, aged 87, the pioneer of automobile production, passed away at his home in Detroit, Mich., Monday, May 7. To him more than any other one man is southeastern Michigan indebted for the automobile business. Detroit and Lansing owe him much for establishing them as the homes of this gigantic industry.

The auto dealers of Medford have already commenced to complain of the extra shortage of cars caused by the war orders having been placed,

**WAR TO BE WON BY PROSPERITY; BUY THAT AUTO NOW**

Wm. H. Rankin, president Wm. H. Rankin Co., Chicago, has this to say to those who are withholding their purchases of automobiles.

"We Americans have \$50,000,000,000—fifty billion dollars—a year to spend."

"Even should your and my purchases, of necessity be a wee bit less, the enormous buying which the government will be doing with the tax money will make up for that. And so our industries will run at top speed—money will keep moving in a circle—and prosperity will be king."

**Don't Hold Back Business.**  
"Provided that you and I don't throw a wrench into the business machinery by getting 'cold feet' and holding back on purchases which we have the money to make."

"If you and I and all others will buy as much as we can afford, without indulging in wasteful extravagance, business will be good. Let us all talk 'normal buying and selling' wherever we go—and because actions speak louder than words, let us practice normal buying."

"For if you and I let our buying money remain idle—if we virtually hoard it instead of spending it—the retailers will buy less from the manufacturers, the manufacturers will buy less from producers of raw materials, people will be laid off and their lessened buying will affect other retailers, manufacturers and employees—and so on along an endless chain until finally the depression, which you and I have helped start, will land back in our midst, like a boomerang. Then you and I won't have the money to buy."

**Prosperity Will Win War.**  
"Prosperity in this country will win the war. If you and I interfere with that prosperity by foolish economy, we not only hurt ourselves but we become enemies of our own flesh and blood."

"We must wisely spend our money or we won't have money to spend. That sounds paradoxical but is as certain as the rising of the sun."

"Decide now to spend the money you can afford to spend and hold up your end in promoting dollar patriotism which is as essential to our victory as enlisting to fight!"

"Tear out this appeal and read it to the 'false alarmists,' the 'hysterical hoarders,' and to those who are not doing their share or normal buying owing to groundless fears or misconceptions."

"If you do not own a car or had expected to buy one this year, buy it! It is foolish economy to deprive your family of a car when you have the money to purchase it."

"Arthur Brisbane, the famous thinker, says:

"You pay for running water, as a matter of course. Just as important, just as valuable to health is the running air that fills your lungs and clears your blood as your car rushes through it."

"The one thing we enjoy and own is this beautiful earth."

"A car enables you, your family and your friends to know and see this earth and enjoy it fully. To call a car luxury, if you are able to own and enjoy it, is a trivial nonsense. As well call running water and a bathtub in pour house luxury."

"If you had intended to trade in your old car for a new one, go ahead and do it. If you had decided on the make of the new car, go and get it. Enjoy yourself doubly by its purchase—first, in the pleasure of its ownership—second, in the knowledge that by buying it you've helped Uncle Sam to keep the nation in smooth running order."

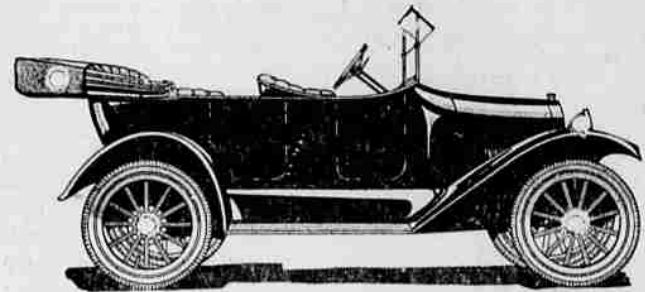
**GOOD ROADS**

Are absolutely necessary and you will enjoy them all the more if your auto is equipped with

**V-Plex Rings**

You will pay as much or more for some gas-saving or so-called power making device as V-PLEX RINGS will cost.

**Valley Garage**



**Chevrolet Reputation**

**New Chevrolet Owners**

**FOR APRIL—**

- R. H. Ellsworth
- G. E. Gribble
- Bertha L. Holden
- Wilbur Jacks
- A. J. Hover
- D. W. Myers
- Wm. Stump
- W. E. Hammel
- E. E. Myers
- H. Reed
- C. W. Holdridge
- D. A. Burrell
- Mrs. Beattie Anderson
- Joe Hoskins
- Mr. Banta

**FOR MAY—**

- Mrs. Mary Jones
- Cornelia Kinley
- Bob Ebel
- Wm. Nikolaus
- Joe Sinnott
- F. H. Dressler
- J. L. MacKechnle
- W. L. Smith
- Roy Ashpole
- George Howard
- W. B. Jackson
- J. E. Enslay
- O. N. Long
- Fred Staub
- George Young
- Guy Conner
- J. A. Mankee
- Mrs. L. L. Stover
- Roy Stanciliff
- D. C. Magerle

When you buy an automobile what do you really buy?

Do you only buy the material and labor? Or do you buy what a car stands for in reputation, in achievement, in excellence or rank?

When you buy a car, you believe what the maker says of it. You buy material and labor plus reputation.

Reputation in motor car building is most important.

Without reputation, your metal, rubber and wood would be merely a highly polished mechanical assembly. With it, you are certain of satisfaction, pleasure, health and efficiency travel.

Chevrolet reputation is founded on complete satisfaction. We could not have grown without it.

**W. R. DeLay**

**AUTOMOBILE SUPPLIES**

West Main Street.

Phone 73



**Now You Can Have Your**

**FORD**

**50 Fords Will Arrive in Medford Before June 10th**

We have a waiting list of 30. If you want one of the fifty put your order in at once.

This may be your only chance to get a Ford

**C. E. GATES AUTO CO.**