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I. MODEL T: 1908 - 1928

The automobile changed life everywhere, even in rural Hugo, Oregon, at first for the rich and later for everyone.

The Model T greeted the masses in 1908 and revolutionized American society. With its introduction automobiles in America became available to most everyone, not just the well-to-do. It gave the people the freedom to roam and had a major role in developing mountain tourism in Southwestern Oregon.

The "Tin Lizzie," with its four-cylinder motor, magneto ignition, and planetary transmission, was a technically advanced automobile efficiently built at a price affordable to the masses; it, along with the developing Pacific Highway, made scenic Oregon and the Rogue River with its famous salmon fishing accessible to sportsmen of the world.

Magically feeding on each other, the Lizzie and the Pacific Highway jointly came on-line full steam in the 1910s and early 1920s.

- Henry Ford significantly increased his plant capacity for the Model T in 1913 after which he produced one Model T every 93 minutes, a remarkable reduction from the 728 minutes per car that was previously required.
- A large amount of the road work for the Pacific Highway was completed through Josephine County by 1914.

More road improvements and a drop in the Model T's price continued to spur interest in driving in the region. The T's price dropped from its original 1908 cost of nearly \$1,000 to under \$300 in 1927. The entire length of the Pacific Highway was paved in Oregon by 1922. It was now firmly established in the Southwest Oregon region and it encouraged a large number of travelers to the area.

Henry Ford was an American industrialist and pioneer automobile manufacturer. He built his first automobile in 1896. In 1903 he organized the Ford Motor Company. By cutting production costs, controlling raw materials and distribution, adapting the assembly line to automobiles, and featuring an inexpensive, standardized car, Ford became the largest automobile producer in the world. In 1908 he designed the Model T. Over 15 million cars were sold before the model was replaced in 1928 by the Model A.

The Model T, according to Henry Ford, was available "in any color you choose, so long as it's black." As a motor car the T was not glamor; it was built efficiently at a cost designed for the great multitude. With the Model T the automobile, which had once been an expensive plaything for the wealthy, began its transformation into an everyday necessity.

The automobile altered the land itself, demanding smooth roads where dirt ruts had been the norm; it created a new courtesy which insisted autos not frighten horses, and eventually the populace agreed to locate their autos on the right hand side of the road.

The significance of historical auto camps in northern Josephine County lies in their connection to the early transportation route of the Pacific Highway and to tourist accommodations and activities which developed along the road. The automobile altered the way the land looked, with signs and auto camps dotting the highway.