

VACUUM CUP TIRES

They are NOT higher priced

Twenty-four Hours a Day
Year-Round Production!

Such a gratifying production means but two things:

An ever-strict adherence to highest quality standards, with resultant manufacturing economies which always are reflected in the selling price of Vacuum Cup Tires and "Ton Tested" Tubes.

PENNSYLVANIA RUBBER CO. OF AMERICA, INC.
Jeannette, Pa.



The Sound of Safety

FORD EXPANSION PROGRAM WIDENS

Survey Shows Extensive Improvements Made at Assembly Plants Throughout the Country

DETROIT, Mich., June 6.—One phase of the Ford Motor company's expansion program, entailing the expenditure of millions of dollars, is strikingly illustrated in a survey of improvements made in assembly plants throughout the country, all of which have brought better business and employment conditions to the several cities affected.

The survey, which is just announced through The Ford News, shows that every assembly plant of the company, numbering 28, is now in full operation and producing more Ford cars and trucks than ever before.

The plant at Atlanta, Ga., has been considerably enlarged since its opening a year ago. At that time its capacity was 150 cars and trucks a day. This already has been increased to 210, and when improvements are completed the maximum for an eight-hour day will be from 250 to 275.

The Cleveland, O., assembly branch, has been entirely re-equipped and is now assembling cars at the rate of 150 a day. A new electric enameling oven is in process of construction there to further facilitate the work.

Several changes have been made at the Louisville, Ky., branch where a new assembly line has been created. The assembly line has been removed from the third to the first floor, a body oven has been installed for drying all paint coats on open bodies and the finish varnish coat on closed bodies, and a new type electric enameling oven is being erected. Production has been increased from 100 to 170 cars a day.

At Indianapolis, Ind., the branch assembly line has been greatly extended and lock facilities increased which permits this branch to turn out 200 cars a day.

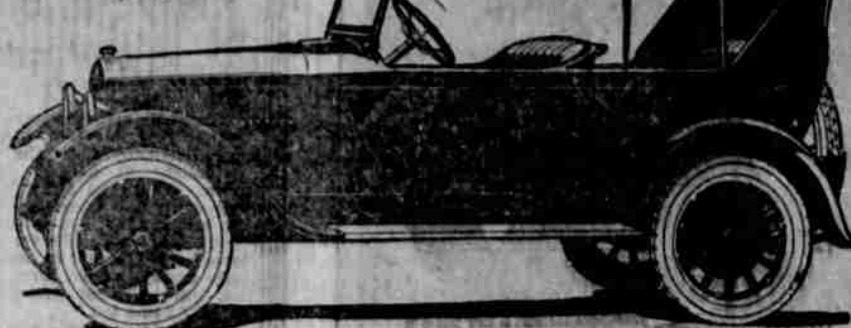
Denver, Colo., and Portland, Ore., have again been opened as assembly plants with daily production of 150 and 50 cars respectively.

Columbus, O., and Houston, Tex., branches have been equipped with extensive drying ovens and recently enameling ovens have been lengthened in twelve other assembly plants.

The New Orleans, La., branch is now housed in a complete new building, 425 by 325 feet, employing approximately 700 men and turning out from 150 to 200 cars a day, together with 25 closed bodies daily.

A few accessories increase driving comfort greatly.

STUDEBAKER LIGHT-SIX TOURING CAR \$975



More Cars Shake Themselves to Pieces Than Ever Wear Out

Charge that up to vibration.

Vibration causes cars to grow old prematurely by racking their chassis, destroying the "metal life" of vital parts, loosening up their bodies and causing squeaks and rattles. Frequent, costly repairs are the result.

The Studebaker Light-Six is freer from vibration than any car of its approximate size or weight yet produced.

This has been accomplished largely by a complete machining of the crankshaft and connecting rods on all surfaces—a practice used by Studebaker exclusively on cars at this price and found only on a very few other cars whose selling prices are from three to ten times as high as the Light-Six.

There are 61 precision operations in the manufacture of the crankshaft alone, 40 of which range in accuracy

from one-quarter thousandth to one thousandth of an inch.

The Light-Six motor embodies the most advanced design known to automobile construction. And no chassis at any price is built to more exacting standards of materials and workmanship.

Aside from its mechanical excellence and its consequent long life, the Light-Six is handsome in design, extremely comfortable, sturdy, and we believe the most economical car to buy and operate ever offered at \$975 or anywhere near this figure.

Its substantial all-steel body, one-piece, rain-proof windshield, ten-inch cushions upholstered in genuine leather, cowl lamps—these are among many features heretofore to be had only in higher-priced cars.

For 71 years the name Studebaker has stood for integrity, quality and value.

Power to satisfy the most exacting owner

MODELS AND PRICES—f. o. b. factories			
LIGHT-SIX		SPECIAL-SIX	
5-Pass., 112" W. B., 40 H. P.		5-Pass., 112" W. B., 50 H. P.	
Touring	\$975	Touring	\$1275
Roadster (5-Pass.)	975	Roadster (5-Pass.)	1250
Coupe-Roadster (5-Pass.)	1225	Coupe (5-Pass.)	1975
Sedan	1550	Sedan	2050

Totals to Meet Your Convenience

STUDEBAKER

W. A. BURR & SONS

Roseburg Garage Annex, Rose Street, Roseburg, Oregon

THIS IS A STUDEBAKER YEAR

C. A. Lockwood Motor Co.

Roseburg, Oregon
Douglas County Distributors

Treatment of Fan Belt over night in castor oil. This treatment will revive the grip of even with gasoline and then soaked the oldest belt.

FORDSON Tractor Owners



The Bosch High Tension Magneto makes a wonderful improvement in the Fordson—engine runs smoothly and gives more power—starts easily—uses less gas—keeps plugs clean—no misfiring—no worn timers—no coils to adjust—no ignition troubles—pays for itself in a few months.

Bosch Throttle Governor can be supplied with same fitting, if desired. It prevents stalling and racing—saves fuel—makes extra man unnecessary when Fordson is used for belt work.

Ask for a FREE Demonstration

L. G. DEVANEY

PHONE 84

ROSEBURG

USED CARS

1916 Chevrolet Touring \$150
1916 Studebaker Tour. \$350
1916 Dodge Touring \$350
1917 Dodge Touring \$450
1922 Ford Sedan \$475
1923 Ford Sedan \$575

These cars are all reconditioned and in first-class shape.

Glenn H. Taylor

Service Garage Roseburg



FISK TIRES

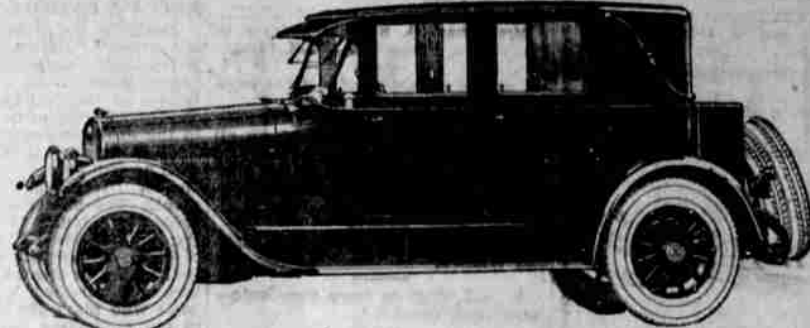
FOR SALE BY

C. W. PARKER

Roseburg Garage, Rose Street

A LONG PROCESSION If all the automobiles in the United States were lined up in a procession, the string would reach four-fifths of the distance around the world, at the equator, or seven times the distance from New York to San Francisco. Automobile Digest.

Pennsylvania now has 800,100 passenger automobiles. The total number of licenses issued last year was 764,797.



LINCOLN

Get Behind the Wheel

The Four-Passenger Sedan

\$4600

F. O. B. Detroit

Ten Body Types

Lincoln motor cars are produced by the world's greatest automobile manufacturing institution in accordance with the highest standards of manufacture known to the industry. Quality and character will persistently stand foremost.

It is the avowed purpose of the Ford Motor Company that each Lincoln purchaser shall receive the finest and most satisfying motor car which it is possible to produce. To that end the development of the Lincoln, its manufacture, its distribution and its service will be carried to the highest degree of perfection by placing behind it the vast resources of the Ford Motor Company.

C. A. LOCKWOOD MOTOR CO.
ROSEBURG, OREGON