



A VICTORY FOR AMERICAN MOTORISTS

The Crude Rubber Monopoly weakened when it came into contact with aroused public sentiment. The press of the country today reflects the determination of the American motorist that tire prices shall stay at a reasonable level - and that America must produce its own rubber.

Firestone CUTS TIRE PRICES

10%

EFFECTIVE JUNE 11

We announce a 10% reduction in tires and tubes effective June 11. The lowered cost of crude rubber and the special Firestone manufacturing and distribution advantages make this possible.

Firestone factories are organized on a basis of large volume and effective production. Costs are down but quality is at its peak. Stockholder workmen are daily building many thousand of Gum-Dipped Cords—the best tire Firestone ever produced and, we believe, the leader on the market today.

Firestone Cords took the first four places and eight of the ten money positions in the Indianapolis sweepstakes, May 30, without a single tire failure.

Firestone Gum-Dipped Cords have set new standards in mileage, traction, comfort and safety. Car owners have expressed their approval of the extra value in Firestone Gum-Dipped Cords by increasing their purchases 194% in the past six months.

We have replaced many expensive branches with warehouses. We now have 108 distributing points which are delivering Firestone tires to the consumer at the lowest cost in our history.

Follow the tide of economical tire buying—equip with Firestone Gum-Dipped Cords—and learn what Most Miles per Dollar means to you today.

Get a set of these Gum-Dipped Cords from one of the following Dealers:

- Union Garage, Roseburg, Oregon
- H. M. Shireliff, Myrtle Creek, Oregon
- E. F. Storey, Wolf Creek, Oregon

Most Miles per Dollar

BUSINESS GOOD AT DODGE BROS. AGENCY

Automobile sales have been steady and unusually large during 1923 in comparison with the first five months of 1922, according to the records of J. O. Newland & Son, local Dodge Brothers dealers. A large increase is looked for this month. Along with the steady market for new cars, the used car sales have been evenly distributed over the first part of the year. The total sales for rebuilt Dodge Brothers cars has increased noticeably over the deliveries of 1922.

"No great changes in the sales this year have unsettled the automobile market," says J. O. Newland. "It has been unusually steady. The sales each month for Dodge Brothers cars have been comparatively equal. With this big start, this month has a brilliant outlook for good business."

A study of their sales records shows the increase in deliveries for 1923 to be almost 2 1/2 times greater than for the same period in 1922. The change in selling conditions for automobiles which comes the first part of June of each year is not expected to be as radical as it was last June, when 35 orders were taken during the month. Four orders have already been received for future deliveries in anticipation of the increased demand during the coming season.

L. W. Ingles of Roseburg, W. P. Shelly of the California-Oregon power company, and G. W. Kruse, of Roseburg, recently bought Dodge Brothers touring cars. New type "A" sedans were delivered to W. B. Strawn of the J. C. Penny company and to L. J. Barnes, of Roseburg. George W. Stephens purchased a new business coupe. M. C. Weatherford of Roseburg, bought a new 1 1/2 ton Dodge Brothers truck. Orders for three business sedans and one business coupe have been taken by J. O. Newland & Son for future delivery.

Recent sales of rebuilt Dodge Brothers cars were made to George L. Hall, of Roseburg, Aaron Dyser, of Looking Glass; Mrs. George H. Cole, of Roseburg; George Chastain of Asperove, near Klamath Falls; C. E. Fredrickson, of Medford; and D. J. Churchill, of Roseburg. A used Ford was sold to P. Stauffer of Roseburg, and a Mitchell was sold to W. H. Vinton of Umpqua.

ENGLISH, YOU KNOW

Riding in his own little sidecar, built on the running board of an automobile operated by Mrs. Charles Rodwen of Leamington, Sp., England, her dog has a mileage record of 8000. The pet wears goggles when the roads are dusty.

FORDSONS DEMANDED IN TWO BIG FIELDS

Both agriculture and industry are making increasing demands for the Fordson tractor. While the use of the Fordson as a farm implement is extending in every agricultural sec-

tion of the country as farmers come to realize the advantages and economy of power farming, a most noticeable feature of the sales is the growing use of this sturdy and dependable power plant in industrial and commercial activities.

Contractors and builders are everywhere adopting the Fordson to meet their needs for power, either movable or stationary, and road engineers throughout the country are specifying its use with highway construction machinery. To meet this growing demand for Fordson Tractors, produc-

tion is now at capacity and for the first three months of the year reached a total of 27,087 as compared with 23,410 for the same period a year ago.

In England motorists drive on the "wrong" side of the road instead of the right. Tires are spelled "tyres" and a casing is referred to as a "cover." Gasoline is known as "petrol" and is sold in one and two-gallon cans instead of from filling stations. A truck is a "lorry," spark plugs are "sparking plugs," and a tender of a car is a "wing."

You Can Bet Your Bottom Dollar Sarff Has It

First Party—Hello, Jack. Say, I broke that little thingabob on my car—oh, you know what it is—and I wonder where I can get one? I don't think that any one carries so small a thing as that in stock.

Second Party—Why, Bill, I'll bet you that you can get that piece at

Sarff's Auto Wrecking House
329 N. Main St.

and I know that Sarff appreciates a small deal as well as a large one. Try him.

First Party—That is just what I will do, Bill.



FISK TIRES
FOR SALE BY
C. W. PARKER
Roseburg Garage, Rose Street

SALESMANSHIP TALK TO AUTO DEALERS

Five speakers of national reputation will address the members of the National Association of Automobile Dealers at the Pacific coast district meetings, which are scheduled as follows: Los Angeles, June 18; San Francisco, June 21; Portland, June 25; Olympia, June 29. The program at each meeting will be identical.

John Sherman Knox will talk on "Salesmen, who know how to get the money." He is probably more sought after than any other speaker on salesmanship. Knox was a feature of the program for the annual convention of the National Association in Chicago in January this year. The N. A. D. A. spends considerable money to get Mr. Knox for the several weeks that is necessary for him to devote to lecturing in these meetings, traveling to and from Cleveland solely for these conventions. He is president of a school for salesmen and a writer of considerable note on salesmanship topics.

"Since the war we had so many fellows who haven't had to fight—no conviction, no necessity to think, study or work. They have laid down on the job, and the biggest job that sales managers have had has been to arouse and inspire them, put some fighting determination in them, see that they work," says Knox.

Analyzing the statement of the Ford Motor company, the Wall Street Journal draws the conclusion that Ford makes \$55 per car, gross profit \$77.

USED FORDS
Ford Bug \$150
Ford Delivery \$ 85
Ford Delivery \$160
Two Ford Trucks cheap
Two Touring Bodies
C.A. Lockwood Motor Co.
Roseburg

\$1550



THE STUDEBAKER LIGHT-SIX SEDAN

Where Quality Counts Above Everything Else

Quality is more important in an enclosed car than in most any other product in daily use.

Regardless of price, it is not economy to buy a makeshift job in which the quality is skimmed and cheapened at every turn. Paint, imitation leather and fibre board too often cover serious structural defects and cotton-and-wool trimming cloths are short lived. The chances are that the buyer will more than pay the difference later—in higher upkeep cost, frequent repairs and excessive depreciation.

The price of the Light-Six Sedan is the lowest at which it is possible to obtain a substantial, high grade hardwood and steel body, upholstered in mohair, in combination with a chassis of proved dependability and performance.

Studebaker's South Bend plants build more high quality closed bodies than those of any other automobile manufacturer and consequently overhead costs are reduced and the price to the customer is low.

The in-built quality of the Light-Six Sedan is evident the moment one gets behind the wheel, and is appreciated far more after twenty-five or thirty thousand miles of service.

The Light-Six Sedan, with its sturdy four-door body, its improved L-head motor, and the excellence of its chassis, combines distinction of appearance with a reliability of performance, a degree of comfort and economy of operation unknown in any other car at anywhere near its price.

Power in surplus measure to satisfy the most exacting owner

MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Pass., 117" W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 119" W. B., 50 H. P.	BIG-SIX 7-Pass., 126" W. B., 60 H. P.
Touring \$ 975	Touring \$1275	Touring \$1750
Roadster (3-Pass.) 975	Roadster (3-Pass.) 1250	Speedster (5-Pass.) 1835
Coupe-Roadster (2-Pass.) 1225	Coupe (5-Pass.) 1975	Coupe (5-Pass.) 2550
Sedan 1550	Sedan 2050	Sedan 2750

Terms to Meet Your Convenience

STUDEBAKER

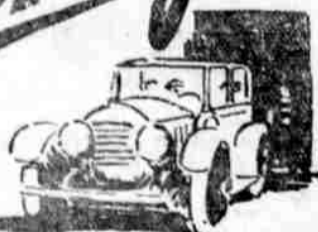
W. A. BURR & SONS

Roseburg Garage Annex
Rose St., Roseburg, Ore.

THIS IS A STUDEBAKER YEAR

Waverly

ALL PENNSYLVANIA



Where Quality Starts

Oil quality starts underground—not at the service station, at the refinery, or in the advertising—it starts at the bottom of the well.

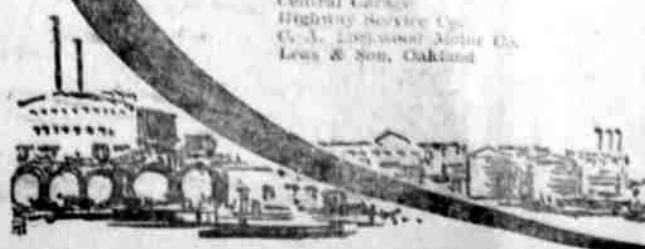
No, not even there, for Waverly quality started thousands of years ago—under what is now Pennsylvania. Waverly Oil is refined from Pennsylvania, 100% Paraffine Base Crude

only, and Pennsylvania oils are the world's best lubricants.

Waverly is refined without the use of acids—a process which is possible only with Pennsylvania Crude—thus Waverly is free from injurious chemicals which attack metal surfaces.

That's why we sell and recommend Waverly, All Pennsylvania, Motor Oils.

Union Garage
Central Garage
Highway Service Co.
G. A. Lockwood Motor Co.
Lewis & Son, Oakland



THE STAR CAR

Do you know that:

THE Continental Motor Company are the largest exclusive motor builders in the world? That their Red Seal Motor is the highest grade motor they build?

STAR uses the Red Seal Continental Motor.

Every farmer and fruit grower should see the "Utility Roadster," the niftiest "farm wagon" you ever saw.

DURANT

JUST A REAL GOOD CAR
We also sell Mohawk Tires—a quality tire

Rapp Brothers

Cass and Pine Roseburg