

### \$975 THE STUDEBAKER LIGHT-SIX TOURING CAR A Real Achievement in Dollar-for-dollar Value

The thousands of Studebaker Light-Sixes in daily use are the best possible assurance of what may be expected next year—or several years hence—of the Light-Six you buy today.

For after all, the best way to judge a new motor car is by what it has done—how it has stood up in service—the satisfaction it has delivered.

We sincerely believe that the Light-Six Touring Car, with its improved all-steel body, is the sturdiest, handsomest, most comfortable, most dependable and economical low-priced car built.

The machining of all surfaces of the crankshaft and connecting rods, to which is largely due its practical absence of vibration, is a practice used by Studebaker exclusively on cars at this price and is found only on a few other cars whose selling prices are from three to ten times as high as the Light-Six.

The one-piece, rain-proof windshield with parking lights set in the base, is a joy to the driver—nothing to mar his view of the road ahead. Deep, fat cushions are upholstered in genuine leather. Curtains, bound on three sides by steel rods, open with the doors and provide closed car coziness in bad weather.

The most seasoned driver will find a new thrill in the smooth, quiet, steady performance of the Light-Six—and in its ease of handling, and in the way it performs in high gear at low speeds—eliminating constant gear shifting.

The name Studebaker has stood for high grade transportation, quality, value and integrity for 71 years.

### Power to satisfy the most exacting owner **STUDEBAKER**

MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Pass., 112" W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 118" W. B., 50 H. P.	BIG-SIX 7-Pass., 126" W. B., 60 H. P.
Touring \$ 975	Touring \$1175	Touring \$1750
Roadster (2-Pass.) 975	Roadster (2-Pass.) 1250	Speedster (5-Pass.) 1835
Coupe-Roadster (2-Pass.) 1225	Coupe (5-Pass.) 1975	Coupe (5-Pass.) 2550
Sedan 1350	Sedan 2050	Sedan 2750

Terms to Meet Your Convenience  
**W. A. BURR & SONS**  
Central Garage, Roseburg  
THIS IS A STUDEBAKER YEAR

### COST OF OPERATING CARS ESTABLISHED

Cheapest cars are not always the best for the salesman, according to the Sales Management magazine. The general opinion held by salesmen that the lightest and cheapest cars can be run with the lowest maintenance cost is undergoing a change. An increasingly large number of operators of fleets of cars are buying cars with greater cost which deliver greater mileage, with more comfort, greater carrying capacity, and in the end lower costs for transportation.

The General Cigar Company is operating between 500 and 700 specially equipped Dodge Brothers cars. An analysis of their operating costs made by their Indianapolis branch shows the average cost per mile to be eleven cents, which figure includes gasoline, oil, repairs, tires, license, insurance, and depreciation. Quoted costs per mile are misleading, however, as no two cars are operated under the same conditions. One driver may be careful and thrifty, the other reckless and extravagant. One car may carry twice the load of another, while one may operate on paved roads, the other over rocky hills, or through deep sand.


A fleet of forty-seven Dodge Brothers cars in the service of the United States Gypsum Company have been operated for 10.6 cents per mile.

Schumers, of Milwaukee, reports that it has been their experience that the average life of a Ford is five years. They also report that the Dodge Brothers cars in their service have all run 90,000 miles and are still going, with two Dodges having been run considerably over 90,000 miles. These records are only for cars operated in the city of Milwaukee.

The Essex is another car that is attracting considerable attention from sales managers. The Sun-Maid Raisin Growers of Fresno, California, have just purchased sixty of these Essex cars for their salesmen.

One company whose name we are unable to reveal kept a record of the cost per mile in operating seventy-eight cars of various makes. Thirty-three cars of a widely used make, cost the least at the time of purchase were operated for an average of .072 sixteen cents a slightly higher price cost .071 cents per mile for operation while fourteen cars of assorted makes, some being heavy touring cars, showed an average per mile of .08 cents. This same company reports that fifteen Dodge Brothers cars were operated over the same period of time for .048 cents per mile.

The trade-in value of certain makes of cars seem to have been a sort of a siren-call that has misled many sales managers into buying cheaper cars, hoping to obtain a large trade-in allowance when the car is worn out. Experienced buyers point out that the trade-in feature is often misleading and should be carefully considered, making due allowance for the length of service, cost of extras, repairs and new parts, all of which go to build up the trade-in value, but which are likely to be forgotten when the original price is being considered.



# 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 the 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

#### TO ELIMINATE DOOR RATTLE

Small pieces of tin, wedged under the door bumpers, will eliminate the rattle of doors. This is equivalent to inserting new rubber bumpers; only it requires less trouble.

#### Sarff Finds Out

First Party—Ha, Ha-Ha-Ha-Ha.  
Second Party—Well, well, Bill, what's the joke?  
First Party—Why, Jack, I was over to

### SARFF'S Auto Wrecking House

329 N. Main Street, when a stranger came in and asked Sarff for one of those large cars with a long apout on—ha-ha—  
Second Party—Well, what did Sarff do?  
First Party—Sarff handed him an oil can, but the stranger said, "Now, that's not what I want. I want one of those things that goes under the car that carries the smoke away from the engine."  
Second Party—Then what did Sarff get him?  
First Party—Why, Jack, a muffler—ha-ha.



## Hand-Built Tires

Hand-building processes contribute to the superiority of C-T-C tires.

A greater degree and better quality of skilled hand-craftsmanship are made possible under the improved processes and strictly limited production maintained at the model C-T-C tire plant.

C-T-C Cords have a beautiful custom-built appearance, and are stronger, more durable throughout—permitting 30% lower driving inflation than usually recommended for ordinary cord tires.

Highway Service Co., dealer for Roseburg  
Other dealers throughout the county

Columbia Tire Corporation  
Portland, Oregon.



### Distilled oil is best

You wouldn't think of using plain water in your batteries; certainly not. You always get distilled water, because all impurities are distilled out of it.

## SUNOCO

THE DISTILLED OIL

is different from other oils. We found the difference by making scientific tests. In Sunoco, all impurities are removed by distillation. It's all oil—pure lubrication.

You will safeguard and prolong the life of your car by using Sunoco; get more power and quiet efficiency; reduce motor troubles. We discovered these facts from our tests. We know.

There are six types of Sunoco—all wholly distilled. One of them is best for your car. Ask any Sunoco dealer for booklet, "What's Happening Inside Your Motor?"

**MARSHALL-WELLS COMPANY**  
DULUTH MINNEAPOLIS SPOKANE PORTLAND

These dealers sell SUNOCO—talk lubrication with them.

JACKSON & ADDISON, Lumb. Ore; FRANK E. BLAIR, Lowell, Ore; DONNELLY & BAYNE, Eugene, Ore; J. T. HORN, Powers, Ore; W. N. WADE, Marshfield, Ore; HANS A. PETERSON & SONS, Clatskanie, Ore; GEORGE MYERS, Gresham, Ore; G. L. & LENTON, War Creek, Ore; GRANER PAKS, Kitzing, Ore; GEORGE P. VALLEY HARDWARE COMPANY, Grants Pass, Ore.

### AUTO LENGTHENS LIFE TEN YEARS

Eleven years have been added to the average life of the American citizen by the general adoption of the automobile as a means of individual transportation.

In 1902, when only 10,850 cars were produced an American might hope to live an average of 37.64 years.

In 1913, or ten years later when 461,506 automobiles were built, his life expectancy was 41.01 years.

In 1922, when 2,287,000 automobiles were built, his life expectancy had increased to 48.66 years.

Sunshine, freedom from worry, the open air and the exhilaration of the open road has accomplished this in twenty years' time.

These figures were revealed after an investigation by three prominent physicians in Louisville in an exhibit at the National Health Exposition, held during this month.

That is why Edward S. Jordan, president of the Jordan Motor Car Company, says that the greatest contribution made to good health and future happiness of the American people is the fast reduction of the Ford price.

It will take one million people away from the congested areas of the city and into the country, not only for the fresh air, but to establish homes where the owner may have a garden and an open space for the development of his children.

#### AUTOMOTIVE INDUSTRY HAS OUTCLASSED ALL THE OTHERS

The department of commerce has compiled figures which show the automotive industry has hopelessly out-classed all other industries in dollar value. Following are the figures:

Automotive Industry	\$2,855,000,000
Petroleum	2,050,000,000
Meat Packing	1,535,000,000
Foundry	1,200,000,000
Lumber and Timber	1,075,000,000
Iron and Steel	1,050,000,000
Clothing	1,030,000,000
Flour Mills	1,275,000,000
Cotton Goods	1,250,000,000
Boots and Shoes	1,100,000,000

These figures are based on the dollar value of production for 1922.

### NEARLY 7,000 FORDS BUILT EACH DAY

DETROIT, Mich., June 20.—June finds the Ford Motor Company undertaking the greatest task of its career, that of attempting to fill an order list for cars and trucks which totals 211,000 for the month.

Popularity of the Ford never has been so strikingly illustrated as this year, for every month has brought increasing orders with June topping them all.

And the demand for the Ford extends into every section of the country, for dealers from the smallest town to the largest city all have asked for increased allotments of Ford cars and trucks for delivery to their customers.

Production has been steadily moved upward right along and the enormous manufacturing facilities of the company are daily being taxed to the utmost in an endeavor to meet the demand, and to assist in delivery cars with a little delay as possible.

During the present month production is on a schedule which calls for approximately 6,700 cars and trucks a day, another increase in the record-breaking output which sales demands make necessary.

#### BUYS NEW DODGE CAR

Ernest Unrath, owner of the Roseburg Dairy and Soda works, purchased a new Dodge Brothers 5-ton business car today from J. C. Newland and Son, local dealers in Dodge Brothers cars. He will use the new truck to help take care of his large business. At the present time, Mr. Unrath has three trucks in use for his trade. This year he has sold 25,000 dozen bottles of soda in the county and 140,000 ice cream cones in Roseburg.

#### NOT ENOUGH STREETS IN CHICAGO FOR LARGE TRAFFIC

Because of the congestion, there are now not enough streets in Chicago, or leading through the city, to carry the motor traffic conveniently, comfortably and safely. Traffic experts are now studying ways and means of handling the cars.

### It Pays to Peddle the "Bull"

Carter's Tire Shop, the Oldest and Most Reliable Shop in Town

Does it pay to peddle the "bull"? Well, I guess yes it does. Nick wants to tell you about it. I have sold a number of tourists made-over tires, requesting them to report on same, which they seldom do. But in this case Mr. and Mrs. Charles Gossett, of Seattle, Washington, came into my shop with a blowed-out tire. I traded them a made-over tire for \$5 and the blowed casing, and as they were going on a long trip to New York, I requested them to report to me on my made-up casing, peddling "bull" quite freely and handing them bouquets on every chance occasion, and as they left the shop I told them good-bye, giving the Missus the goo-goo hypnotic eye. I got my report, and here it is:

Berkeley, N. Y.—Carter's Tire Shop. We take great pleasure in reporting that the tire you sold us stood the trip well over the Pacific Highway to Frisco, the Santa Fe Trail to Denver and on to New York, and believe it will stand the journey home. Mr. and Mrs. Chas. Gossett.

Now, boys, no one but Nick can make a tire that will run 6000 miles for \$5. Bear in mind that Nick comes from the stock that stood at the stake. If he sells you a tire, telling you it is O. K., he really thinks it is.

### USED DODGES

1916 Dodge Touring, \$350  
1917 Dodge Touring, \$450

These cars are in first-class condition and have good rubber.

**Glenn H. Taylor**  
Service Garage Roseburg

### Gabriel Snubbers

will give you more real pleasure and comfort while riding in your car. Can be installed in a few minutes, without changing a single thing on your car. The manufacturer of your car made arrangements for snubbers when the car was built. If you have snubbers, let us clean and readjust and grease them. Your garage can get them from us, or call and we will install them.

Small cars, full set, \$17.00  
Medium weight \$26.00  
Large cars \$32.00

### Umpqua Battery Station

A. B. Taylor, Prop.  
312 N. Jackson St. Phone 67

Shop Open Day and Night  
Jackson and Court Sts.

### BOY 9, IS THE YOUNGEST CAR THIEF ON RECORD

William Nuckols, 9 years old, of Richmond, Va., is the youngest automobile thief on record. While visit-

ing his uncle in Louisville, Ky., he was caught touring the city in a car which the police say he said "borrowed." He had never driven a car before.

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We can't sell all the ignition equipment in the world, so we—  
**SELL THE BEST**

**ROBERT BOSCH  
MAGNETOS AND  
SPARK PLUGS**

Look them over and see the difference

**W. R. BROWN**  
AUTOMOTIVE ELECTRIC SERVICE  
Pine and Oak Streets