

SURRY FATTENS BY AUTO FUEL TAX

Due to Sam A. Koser, secretary of the June tax on motor fuels, the state produced a total of 21,364,311 gallons of gasoline, 234,291 gallons of distillate, and 234,291 gallons of distillate, compared with the month of May.



Sick? Call Us!

CAN truthfully be said that we are specialists of auto repair work. For your car has only a few ailments, or it may be that it is CRITICALLY ill—regardless, consult us that we may check any or trouble from becoming serious. There is real economy in this. We feel the PULSE of your car and prescribe what is needed. We are daily turning out CURED PATIENTS and have added to the life of them. We have your invalid car over our repair hospital and a few days' time will see it like the spruce of tip-top shape.

Stephens Auto Co.
1011 and Washington Sts.

this year, gasoline distribution increased nearly 6 per cent, while distillate sales fell off approximately 48 per cent.

Of the June collections, \$57,810.82 resulted from operation of the original law imposing a tax of 1 cent a gallon on gasoline and 1/2 cent a gallon on distillate, while \$137,974.95 was returned from the additional tax law providing a uniform rate of 2 cents a gallon on all kinds of motor vehicle fuels.

To date, the motor vehicle fuels tax measures have brought to the state treasury the total sum of \$2,634,256.73.

STAR SHOWED 23 M. P. G. ON 8,000 MILE JOURNEY

With the arrival of J. C. Mannerow and three women passengers at Santa Ana a little Star car completed a journey of 8,000 miles with a gasoline consumption record of 23 miles to the gallon and not a penny spent for repairs.

The motor party included in its trip, Chicago, Cedar Rapids, Omaha, Rocky Mountain park, Cheyenne, Wyoming, Yellowstone National Park, Seattle, Portland, Oakland, Yosemite and on to Los Angeles.

HOLD-UPS "BAIT."

When driving at night a motorist should not stop to pick up a tire or any other article seen on the highway. This may be a trap and a gang of hold-ups may be hiding close by.

Here's Good Tip.

Do not try to turn your front wheels by the steering wheel while the car is standing still, unless somebody helps by pushing them. The strain on the steering gear is too great. Let in the clutch slightly with the engine running. You will notice the difference immediately. This saves wear and strain in every part of the steering mechanism.

Studebaker Sport Model—

A light six sport model Studebaker car is the latest thing in the automobile line to reach town, having been driven down from Portland by the W. A. Burr & Sons people. The car is a beautiful model, built with all the thoroughness of the Studebaker production, and is attracting no little attention for its perfect lines and general worth.

Drive slowly in streets where children are playing. Remember your own childhood.

\$15,000,000 LEFT IN STATE BY TOURISTS

Believed Highways Are Among the Big Assets of Oregon—Auto Travel Grows Rapidly

Oregon this summer is experiencing the heaviest tourist traffic in the history of the state. The highways and byways are thronged with automobiles showing the license tags of every state in the union. Auto tourists cause throughout the state are taxed to their utmost nightly, as is also every available camping spot along our main traveled roadways. Oregon is playing host to thousands of strangers, men, women and children, who are amazed and delighted almost beyond expression with our wonderful highways, our glorious scenery and our incomparable summer climate—the three things that are most desirable to make a motor trip pleasurable. Many of these "gypsy" tourists come into our state intending to motor through as rapidly as possible; they are imbued with a craving to cover as much ground as possible and their trip is scheduled. But they become so enraptured with our wonders that they are often influenced to tarry, sometimes for days or weeks at a time. Measured in dollars and cents it would be interesting to know just what this tourist trade means to the state.

Observations made of tourist cars on our highways, recently show an average of four persons to an automobile. Figuring on this basis a very conservative estimate of money spent per car would be an average of \$7.50 per day. The average stay of a car in the state is ten days, the money spent during that stay, \$75. It is estimated that 200,000 foreign cars will visit Oregon during the 1923 touring season. With the foregoing figures as a basis, this would mean \$15,000,000 in auto tourist money alone to be harvested from the 1923 tourist crop. While it is true that these figures are based largely on estimates, and a more or less random observation, yet they will furnish food for thought for every person interested in the development of Oregon as a tourist state. Tourist business in Oregon is in its infancy. It is safe to say that the 1923 business will be double that of 1922, and it is quite probable that it will double again in 1924. But when we stop to consider the million dollars a day that California is gathering in from tourist business, we can begin to realize what the future has in store for us—provided we shake the moss from our backs and make some effort to advertise our scenic wonders to the world. We have paved the way with hard surfaced roads and it is now the time to get out and hustle for the business.

Oregon has expended something like \$50,000,000 during the past seven years in the construction of a great highway system. Prior to the beginning of our good roads development, tourist business in this state was negligible, but with the laying of hard surfaced roads and the improvement of the arteries branching off from the main traveled highways and penetrating into scenic sections that were formerly inaccessible to motor vehicle traffic, tourist traffic into Oregon has been growing by leaps and bounds. The money we have expended in the construction of our highway system is proving to be the greatest investment we have ever made. This investment is already paying heavy dividends, and with the proper exploitation of our scenic resources and the good roads that have made them accessible to motor vehicle traffic, future dividends will increase beyond our wildest expectations.

MAXWELL OFFICIAL PLANS LOWER COSTS

The day when the American public was willing to pay almost any price for an automobile, and still believed it was receiving good value for its money, has passed. Competition today is too keen, and will be even keener as the motor car market approaches closer to the long predicted and ephemeral "saturation point."

Leaders in the automobile field welcome this increased competition. It stimulates them to effect economies in manufacture and distribution of their products which, in the future, will make their cars stand out intrinsically as standards of comparison.

Walter P. Chrysler, chairman of the board of directors of the Maxwell Motor Corporation, came to Detroit recently from his New York office primarily to see three men. He kept them waiting for three hours. This is why he did it.

On the train from New York, Mr. Chrysler's manufacturing ingeniously directed himself toward ways by which costs of producing automobiles could be lowered. After some thought, he found a method by which he believed \$8 could be eliminated from the cost of producing each Chrysler car through the greater efficiency of a certain manufacturing device at a particular stage of Chrysler's building. So engrossed did he become in the thought, and so important did he deem it, that he pushed every other business consideration aside until he had visited the Chrysler plant and actually worked out his ideas right on the factory progressive assembly line, in conjunction with his own employees.

"Saving that eight cents per car," he told the trio when he met them later, "was of more importance to Chrysler than my appointment with you. And it was of even more importance to the automobile industry, or will be, than to your own company," one of the three replied. The saving of that eight cents by the active head of the industry's largest concern does not in itself mean a large saving, even considering quantity production. But the point is that it is merely another Chrysler forward step, and that it was done by the man who has been responsible, more than any other one person, for the tremendously lower costs of manufacture accomplished in the new Chrysler models when they were introduced a few months ago. It is widely recognized by manufacturing experts

all throughout American industry of all kinds as being an outstanding figure in economical quality manufacture.

1,050,000 FORDS IN SEVEN MONTHS

DETROIT, Mich., Aug. 29.—July brought two new sales records to the Ford Motor company.

In addition to bringing retail deliveries of Ford cars and trucks in to the mid-summer season with a new high record for the month, July sales also carried the sales figures for the year past the million mark. Increasing popularity of the Ford is most strikingly illustrated by the figures just announced which show that from January 1 to August 1 this year sales of cars and trucks by the Ford Motor company totaled 1,050,386 in the United States alone. And the rapidity of the increase in demand is further emphasized by the fact that the sales for the first seven months of the year, during which time the million mark was passed, were 391,796 greater than for the same period last year when they totaled 659,190.

July sales amounted to 135,903, an increase of 36,821 over the same month a year ago.

For sixteen consecutive months now, Ford sales have been well over 100,000 every month.

Production, which, by the way, is set at a higher schedule for August than any month so far, apparently continues the only factor limiting sales of Ford cars and trucks.

DURANT THIRD LARGEST.—Production records for April and May put Durant cars in third place among the 88 American builders of passenger cars when they were led only by Ford and Chevrolet. Production for August, 1921 to June 29, 1923, totaled 168,683 cars.

GOOD DRIVING TIP.

Do you know the speed at which your car-out-of-control? Find out and watch for it when driving slowly. If your battery is being undercharged keep above this speed all you can; if overcharged, keep below it when possible.



Look for the WAVERLY sign!

You'll find the WAVERLY OIL sign on the places of dealers who know the value of a motor oil that is

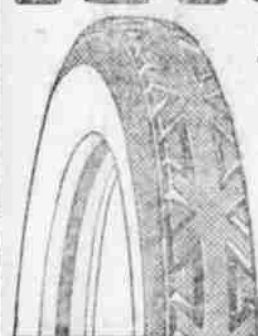
All Pennsylvania
100% Paraffine
Base

—and you'll know it, too, when you've seen the effect it has on the operation of your motor.

Central Garage,
Highway Service Co.,
C. A. Lockwood Motor Co.,
Union Garage,
Leas & Co., Oakland



RACINE TIRES



MULTI-MILE CORD

The economy of a tire purchase can only be measured by the service secured.

Sold by
WHARTON BROS.
Roseburg, Oregon

Ford SEDAN

Even More In Demand

The Ford Sedan is accepted everywhere as the car for the family. A convenient car to drive, comfortable to ride in and it affords so much pleasure at such low cost that its use is practically universal.

Finer upholstery, adjustable window regulators and refinements in chassis construction have built up quality and yet the price has never been so low.

The demands for this car are so great that delay may prevent your getting delivery. List your order now. A small down payment—the balance on easy terms.

Ford prices have never been so low
Ford quality has never been so high

C. A. Lockwood Motor Co.
Roseburg

\$595
F.O.B. DETROIT



DODGE BROTHERS ANNOUNCE IMPORTANT IMPROVEMENTS

Dodge Brothers have not simply brought out a complete new line of motor cars. They have done something infinitely wiser and better than that.

They have brought new beauty, new riding ease and new mechanical perfection to the product on which their reputation as builders has been founded.

They have built a better and a more desirable line of motor cars—yet basically and fundamentally the identity of their product remains the same.

The same sturdy engine is under the hood; the same dependable chassis, improved in numberless details, underlies the body.

But the rear springs—now underslung—have been materially lengthened. The wheelbase, too, is longer, and the combined result is a notable improvement in riding qualities.

Bodies of all types have been designed to give improved appearance, and greater comfort. Lower, longer, with deeper seats and more leg room, the lines of these new cars are low-slung and graceful—the interiors are comfortable and roomy.

New head lamps and fenders, especially designed by Dodge Brothers to conform with the general lines of the car—a long straight hood and cowl effect—longer and wider running boards—unusually wide doors—combination stop signal and tail lamp—and instruments attractively grouped on raised panel—are a few of the numerous body innovations common to all types.

Combining these features with important mechanical improvements too numerous and technical to enumerate here, it is not extravagant to predict a reception for these cars unprecedented in automotive annals.

J. O. Newland & Son
Dodge Brothers Dealers
Roseburg, Oregon

THE STAR CAR

Smartness in looks, thoroughness and modern design in a low priced car were unheard of until the Star was created by W. C. Durant, the pioneer builder of automobiles and identified with the production and success of the Cadillac, Buick, Oakland, Chevrolet and Durant cars.

The Star Features

Continental Red Seal Motor.
Timken Rear Axle.
Timken Bearings, front and rear.
Spicer Universal Joints.
Selective Sliding Gear Transmission, three speeds forward and reverse.
Single Plate Disc Clutch.
Half-Elliptic Springs, underslung.
Stewart Vacuum Gasoline Feed with Supply Tank at rear.
Electric Lighting by Autolite Generator with Storage Battery.
Streamline Body.
One-man Top.

The Star is the lowest priced fully equipped car on the market today

Rapp Brothers

Douglas County Distributors
East and Pine Streets, Roseburg, Oregon
Phone 371