



On the Finest Super-Six Chassis Ever Built

\$1450

Freight and Tax Extra

HUDSON COACH

These are the lowest prices at which these cars have ever been sold. They make both Hudson and Essex the most outstanding values in the world. You cannot afford to buy ANY car without seeing these wonderful values.

Hudson Prices	Essex Prices
Speedster\$1375	Touring\$1045
7-Pass Phaeton 1425	Cabriolet 1145
Coach 1450	Coach 1145
Sedan 1995	

Freight Tax Extra

65,000 Coaches in Service

ROY CATCHING

ROSEBURG, OREGON

Essex Coach, \$1145

Freight and Tax Extra

European Experts Call Its Chassis Greatest of Its Size

IS THE AUTOMOBILE INDUSTRY AGAIN RIDING FOR A FALL?

Forecasters Cannot Base Their Predictions for United States at Large on Unusual Showing of California

By JOHN C. WETMORE

Ultra-conservative students of the pace at which motor car production is progressing and the even faster gain already promised for 1924 are beginning to ask whether the automobile industry is not riding for some such fall as befell it in 1920 and in several other periods of its previous history.

Already in the first seven months of this year production of cars and trucks is 68 per cent ahead of the corresponding months of 1922 and the let up in July building has been only 14 per cent compared with June.

Big as has been the 1923 production increase there is no sign of any slow down in 1924 of this year's enormously expanded output. On the contrary, if one can place any reliance on the stories that come from the east, 1924 production will be speeded up to even bigger gains over 1923 than were scored in 1923 over 1922.

Plan to Double Output

Rumor has it that Ford plans an output of 10,000 cars a day. Chevrolet's production of 500,000 for the first eight months, and the Willys-Overland will jump to 250,000, of which around 150,000 will be Overlands.

Optimists point to this year's enormous increases in sales and the shortage of popular models throughout most of the selling season by way of proof that this year's supply was really below the demand and in justification of even greater buying expectations for next year.

The Four's Big Race

This year's California race among "the big four" in the low price class—Ford, Chevrolet, Star and Overland—has been a titanic business struggle. The sales of this quarter during the first seven months of 1923 were 78,541 as compared with 1922's total of 70,158, or 15 per cent more than all of last year.

Ford contributed 55.4 per cent of the sales of "the big four." Last year its percentage was 70.5; but Star was not in the merchandise production until November, 1922.

year with 22.4 per cent of the seven months sales of passenger cars in California as against 32.4 per cent last year.

Sales Close to Entire 1922

In the first seven months of this year Ford sales have reached 96 per cent of last year; Chevrolet, 90.6 and Overland, 83.2. Star has gained 88.4 per cent over its average for the last two months of 1922.

Willys-Overlands biggest gain has come from a 161 per cent increase in sales of Willys-Knights over the 1922 half year.

That other Durant-built car, the Durant, has sold in the first seven months of this year 82.2 per cent of the number it marketed in all of 1922.

California's sales of passenger cars of all makes have reached in the first seven months of this year 81.9 per cent of the total sold in the state in 1922.

RED BIRD FLIES AT 33 MILES PER GALLON

A bird-like appetite for fuel is becoming a characteristic feature of the new Overland Red Bird. In the various economy tests, to which it has been put all over the country this bird of a car has invariably done its flying on a gasoline consumption that has proved surprising to those skeptics who scoff at records.

After taking a rise out of competition down in San Antonio, Texas where a fifty dollar bet prompted a contest in which the Red Bird came through with wings spread for over thirty miles to the gallon, A. G. White of Toledo, Illinois, reports that he drove his Oakland Red Bird from his home town, a distance of 392 miles on 12 gallons of gasoline, making an average of 33 miles to the gallon. Several years ago Mr. White had the misfortune to lose both of his arms in a corn shredding machine and most people would regard this stroke of bad luck as an effectual bar to driving a car.

Not so with Mr. White, however, who takes as much and probably more pleasure out of motoring than the average man who has the free use of both arms. Mr. White is an expert driver and does everything that anyone else can do with a car, having owned and operated an Overland for a number of years. His recent long drive from Toledo, Ohio, to Toledo, Illinois, stands out as one of the most remarkable achievements and unique records yet to be heard of.

Do it electrically, with a Thor washer, \$10 down. Hudson Electric store. We demonstrate.



ANNOUNCING DROP IN STAR CAR PRICES

Star Cars are the LOWEST COMPLETELY EQUIPPED CARS ON THE MARKET

Prices f. o. b. Lansing, Michigan

Chassis	\$380
Roadster	\$443
Touring	\$448
Coupe	\$580
Sedan	\$645

The increased demand for Star Cars has made it necessary for these Reduced Prices

RAPP BROTHERS

County Distributors. Phone 371

Sutherland Garage, Sutherland, Ore. Highway Garage, Canyonville, Ore.
Drain Garage, Drain, Ore. Walker Garage, Reedsport, Ore.

Dillard Man In—
T. H. Evans, a melon grower of Dillard, was in town this morning attending to business matters.

To Marshfield—
Mrs. Clarice Dodge, who has been making her home here for the past several years, left today for Marshfield, where she will visit with her mother for several weeks, and will then go to Seattle to make her home.

E. L. Vanzandt of Coos county and Ray W. Johnson of Redlands, Cal., paid fines of \$25 and costs in Judge Jones' court yesterday morning, after they had entered pleas of guilty to speeding charges. J. C. Pringle was fined \$5 for burning slinkings without a permit.

Mrs. Royce Busenbark and daughter, Verne, were in town today shopping. They are residents of Melrose.

DODGE BROTHERS ARE ENLARGING FACTORY

"Nothing was more gratifying to Dodge Brothers dealers than the recent announcement of Dodge Brothers that they were erecting an immense new assembly building and other new units which would enable them materially to increase their production," said J. O. Newland & Son, local dealers for Dodge Brothers, in viewing the sales prospects for 1923-4.

"Although the factory has been enlarging its facilities year after year,

it has never been able to meet the demand," he added. "This was true even for the fiscal year ending in July, 1923, during which period approximately 200,000 Dodge Brothers motor cars were built and sold. If Dodge Brothers dealers were able to make such a phenomenal record last year, it is easy to see that they will do even better during the next fiscal year as the present line of cars represents a much greater value than ever before. The cars look better and ride better. And yet they retain all the former advantages of economy and dependability that accounted for the enormous demand in the past."

AUTO SHOW AT SACRAMENTO

Dealers have bespoken the thirty thousand square feet of space set apart for the automobile show at the California state September 1 to 9. This is first sand square feet of floor space this year than was devoted to automobile department at the 1922.

INTEGRITY SERVICE

1924 Model Big-Six Again Leads in Intrinsic Value

THE STUDEBAKER BIG-SIX SEVEN-PASSENGER TOURING CAR \$1750

Important Items of Equipment of the Big-Six Touring Car

- Extra disc wheel with tire and tire cover.
- Handsome nickel-plated bumpers, front and rear.
- Automatic gasoline signal mounted on instrument board.
- One-piece, rain-proof windshield.
- Automatic windshield cleaner.
- Rear view mirror.
- Glass-protected glass visor.
- Walnut steering wheel with new type spark and throttle control.
- Courtesy light, cowl lamps and combination stop-and-tail light.
- Tonneau lamp with convenient extension cord.
- Quick-action hood ventilator.
- Motometer with lock and ornamental radiator cap.
- Tool kit in left front door, locked with master key.
- Aluminum-bound running boards with corrugated rubber mats and step pads.
- Aluminum kick plates.
- Grip handles on body ends.
- Theft proof transmission lock.
- Bushings.

Many motorists who have always insisted on the best in everything they buy, have discarded their heavy, bulky, high-priced cars and have replaced them with the Studebaker Big-Six. And they report that, in every way, it represents precisely their conception of what a really fine motor car should be. They are enthusiastic over their all-round satisfaction with the Big-Six because of its dependability, surplus power, extreme comfort for seven passengers, the completeness of its equipment and its fine appearance.

The series 34 model—the finest Big-Six Studebaker ever built—presents a value unapproached by other cars at anywhere near the price. And its nominal cost of operation is a source of continual satisfaction.

Everything for which one can wish in motoring convenience, comfort and utility has been provided—even to an extra disc wheel complete with tire, tube and tire cover; handsome nickel-plated bumpers, front and rear; automatic gasoline signal mounted on instrument board, and many other features.

The low price of the Big-Six is due to large volume, the fact that Studebaker overhead is shared by three models, the manufacture of all vital parts in Studebaker plants and Studebaker's vast physical and financial resources.

After 71 years of service, the name Studebaker enjoys confidence and respect more than ever.

LIGHT SIX		SPECIAL SIX		BIG-SIX	
5-Pass.	7-Pass.	5-Pass.	7-Pass.	5-Pass.	7-Pass.
Touring	\$900	Touring	\$1150	Touring	\$1750
Coach	\$975	Coach	\$1225	Coach	\$1825
Model 34 (7-Pass.)	\$1125	Model 34 (7-Pass.)	\$1375	Model 34 (7-Pass.)	\$2000
Model 34 (5-Pass.)	\$1075	Model 34 (5-Pass.)	\$1325	Model 34 (5-Pass.)	\$1950

Terms to Meet Your Convenience

STUDEBAKER

W. A. BURR & SONS, Studebaker Dealers
Roseburg, Oregon

THIS IS A STUDEBAKER YEAR

To most everybody 30 x 3 1/2 means

USCO

NATURALLY USCO'S could hardly have delivered such money's worth—tire after tire—without making a clean sweep.

It's been a pretty performance every time—no two opinions about that.

And no two opinions about what tire to get again after a man has once used USCO.

United States Tires are Good Tires

Where to buy U.S. Tires

The Highway Service Co., Roseburg, Ore.
J. O. Newland & Son, Roseburg, Ore.

Announcing Price Reduction

On OVERLAND and WILLYS-KNIGHT CARS

Effective at once, the following new low prices prevail

Overland	Touring	\$633.00
	Roadster	\$633.00
	Coupe	\$915.00
	Red Bird	\$850.00
New Motor	Touring	\$633.00
	Roadster	\$633.00
	Coupe	\$915.00
	Red Bird	\$850.00
Willys-Knight	Touring	\$1395.00
	Roadster	\$1395.00
	Coupe-Sedan	\$1805.00
	Sedan (5)	\$2060.00
Knight Motor	Sedan (7)	\$2275.00

All prices delivered Roseburg

At these extremely low prices, together with the many improvements on the new 1924 models, you can appreciate the values by looking them over.

GLENN H. TAYLOR

Douglas County Dealer

Service Garage
OVERLAND WILLYS-KNIGHT HUPMOBILE