



BATTERY CHARGED

in 6 to 8 hours.

We have installed a Roth Bros. Constant Potential outfit, which makes it possible to charge your battery from 6 to 8 hours.

You save 2 to 3 days on your rental battery. This is saving to you in money and time.

Recharging and repairs on all makes of batteries.

\$1.00 for 6 volts
\$1.25 for 12 volts

Auto Electric Station

H. L. Boucock

Oak and Pine

Roseburg, Oregon

ALL PIKES PEAK RECORDS HELD

All leading records for climbing Pikes Peak are now held by the Hudson-Essex organization. The fastest time ever made over the historic course was scored by a Hudson Super-Six in 1916, and Hudson-Essex's latest victory was just accomplished by an Essex Special driven by Glenn Shultz. A report on these records has just been received from the factory by Roy Catching, local Hudson-Essex distributor.

"This latest victory of the Essex gives to the Hudson-Essex organization the most prized records in automobile endurance contests," said Mr. Catching. "Previously Hudson-Essex has held all transcontinental records between New York City and San Francisco—the Essex holding the one-way record and the Hudson Super-Six the round trip."

"The Essex's time in the 1923 Pikes Peak climb in which it won the Penmore trophy, was 18 minutes, 47 and 3-5 seconds. This is less than half a minute slower than the time of the famous dash made in 1916 by the Hudson-Super Six—a mark which has never been equaled. No company has so remarkably consistent a record on this famous climb through the clouds."

NEW DODGE BROTHERS CAR EASY RIDING

It doesn't take an owner long to detect the remarkable riding qualities of the new Dodge Brothers Motor Cars, according to Newland & Son, local Dodge Brothers dealers.

The cars have been tried out now by owners over every kind of going and the riding comfort has been demonstrated thoroughly. It is felt in both the front and rear seats, regardless of position or road conditions. There is no questioning feeling of unusual comfort and the definite impression of stability and solidity which contribute so materially to satisfaction in driving.

The splendid riding comfort of the new Dodge Brothers cars is due largely to the type of rear spring suspension employed. The rear springs which are extremely long, are under-slung. Also, the fact that the body has been lengthened and lowered tends to make the car cling more firmly to the road.

The new car is, in every sense a remarkably easy riding car.

NEW FORD MODELS ARE ON DISPLAY

The first of the new type Ford cars which recently arrived in this city are now on display at the show room of the C. A. Lockwood Motor company, local Ford dealer.

The higher radiator, now standard in all Ford types, has brought a general improvement throughout the entire line and the new radiator apron bleeding with similar apron effects on the fenders gives the front of the cars a highly finished appearance.

The touring car shows a decided improvement, having a more streamlined effect. It is lower in appearance, a feature adding much to the attractiveness of the slanting windshield and one-man top.

The Ford runabout is likewise much improved and looks more sturdy.

The coupe is entirely new in body design and construction. There is a more trim exterior appearance, more comfortable seating arrangement and greater luggage carrying capacity. From the dash there is a graceful sweep in the cowl to the radiator. The doors are wide and heavily framed. A larger compartment at the rear gives increased room for luggage and the new type rear fender is more secure. Ventilator in the cowl and a visor over the windshield add to the exterior appearance, effecting a high quality aspect.

Interior arrangement is most convenient and the upholstery is choice. The seat is deeply cushioned and the cushions are divided, making it easy for filling the gasoline tank which is under the seat. A small recess shelf at the rear of the seat is handy for small parcels. The door windows are equipped with revolving type window regulators permitting any desired ventilation. Doors are provided with locks.

The higher radiator has greatly enhanced the beauty of the Ford four door sedan. This car, highly popular since its introduction a year ago because of its low, graceful lines, now presents a more sturdy appearance.

Another feature coming as the result of the change made in the front of the car, including larger cowl, radiator and hood, is that occupants of the front seat are afforded more space, thus insuring added riding comfort.

Many other like improvements

and refinements are noticeable, including revolving type window regulators for all door windows and a dome light for illuminating the interior.

Don't wait, come in and see our new lamps. Hudson Electric Store.

CHEVROLET PRICES CUT SUBSTANTIALLY

The substantial reduction in Chevrolet prices announced September 1 caused a great surprise in the automobile world in view of the common opinion that good grounds existed for expecting higher prices.

Ed Marsh, local Chevrolet dealer, states that he had no intimation that a reduction was coming, as he knew that for more than six months the Chevrolet company has been unable to fill half the volume of orders received. Three new assembly plants at Janesville, Wisconsin, Buffalo, N. Y., and Cincinnati, O., and six new body plants and joining assembly plants are rapidly building up production, so that it is believed the company will shortly be in position to fill a much larger proportion of its orders, as it is the fixed policy of the Chevrolet Motor company to price its product as low as production cost permits. The greatly increased production now possible with seven assembly and six body plants and four parts plants insures construction and overhead saving reflected in the new list prices and which constitute an important step towards still more economical transportation. The reductions, according to type of car, range from \$20 to \$65 per car.

A great big school tablet for 10c at Goettel's Variety Store.

LAW GIVES VISITORS 6 MONTHS IN CALIFORNIA

California need have no fear of being handed their passports until they have had their fill of sunshine; for the state's new automobile law grants them a six months sojourn, during which their home license plates will be their complimentary tickets to the touring joys of the Golden State.

Washington, Nevada and Utah give them a 90 day visit and Oregon a 30 day stop over.

Magazines, Subscriber, Alden Harness, Fiction Library.

Quality Cars for Quality Prices

for Economical Transportation



ED MARSH MOTOR CO.
131 South Rose Phone 446

STORAGE BATTERIES
Willard

DODGE BROTHERS TOURING CAR

The comfort and beauty of this new touring car are instantly apparent.

Long underslung springs, deeper seats and greater body length have resulted in an unusual degree of riding ease.

The body is exceptionally trim and graceful. Swung low to the road, with long, straight hood-and-cowl effect and tasteful appointments, the car reveals new value and sound workmanship in every detail.

The engine—which remains essentially the same—needs no eulogy. It has proved its power and economy to nearly a million owners.

The price is \$680 f.o.b. Detroit—\$1060 delivered

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



Keeps FORD Plugs Clean



Here's an ignition system that keeps plugs clean—

Its big, intense sparks burn off oil deposits and, by firing the gas charges completely, prevent carbon forming on the plugs and cylinder walls.

It gives lots more power, too, for its sparks are perfectly timed by the famous Bosch Timer. Every explosion occurs at the proper instant, developing maximum power and keeping the engine flexible and smooth.

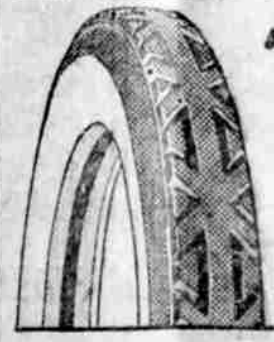
Type 600 is a complete, waterproof ignition system, with automatic spark control. It makes old Ford engines run like new, and new ones develop a flexibility, power and smoothness that few think possible.

Money back in 30 days if you're not satisfied.

L. G. DEVANEY
PHONE 84

Bosch Type 600 Ignition

RACINE TIRES



MULTI-MILE CORD

Our policy is uniform, to serve, first, last and always to your complete satisfaction.

Sold by
WHARTON BROS.
Roseburg, Oregon

The Easy Way to Own a Ford ONE-TON TRUCK

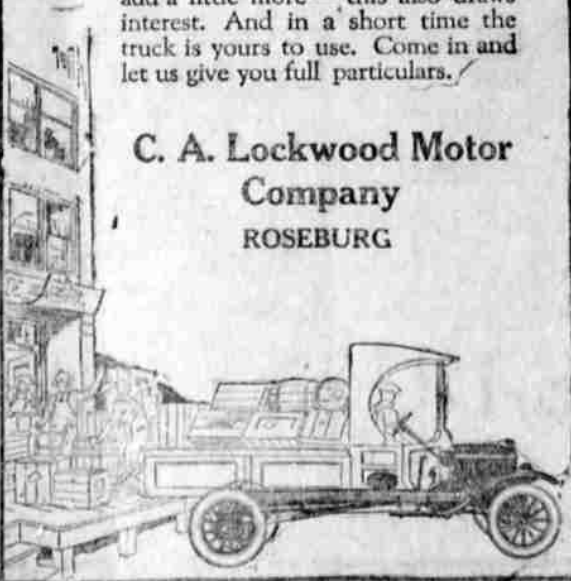
Here is a chance for you to get started toward greater profits—or to build up a business of your own—and it costs only \$5 to make the start.

Everywhere, Ford One-ton Trucks and Light Delivery Cars are saving more than this every year for their users. So, as soon as your truck starts running it will quickly take care of the purchase price and add new profits as well.

It will widen the area in which you can do business, enlarge the number of customers you can serve—and keep your delivery costs down to the lowest point.

Start now toward the ownership of a Ford Truck or Light Delivery Car—use the

Ford Weekly Purchase Plan
\$5.00 Under the terms of this Plan, we deposit this money in a local bank at interest. Each week you add a little more—this also draws interest. And in a short time the truck is yours to use. Come in and let us give you full particulars.



C. A. Lockwood Motor Company
ROSEBURG