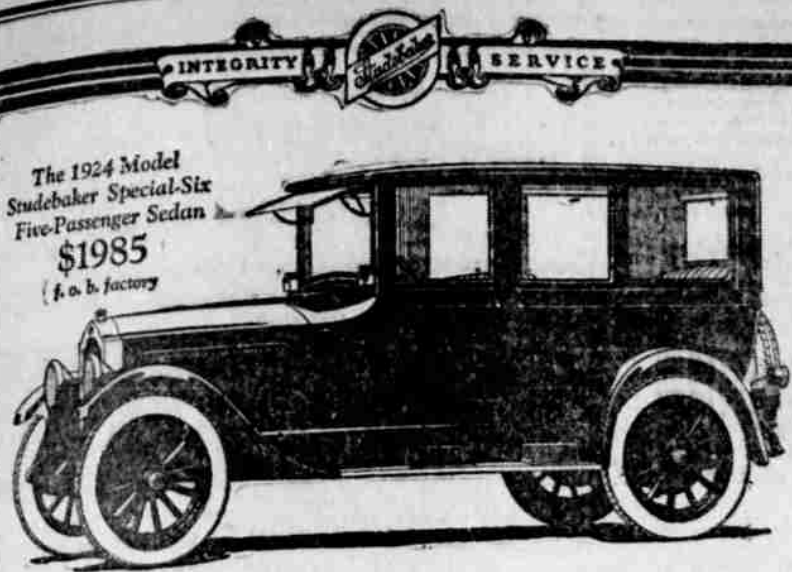




The 1924 Model
Studebaker Special-Six
Five-Passenger Sedan
\$1985
(f. o. b. factory)

The reason for the remarkable value of the Special-Six can be summed up in the statement that it would be impossible to offer it at its present low price were it not built complete in Studebaker factories.

In performance, in appearance, in riding comfort, in economy of operation—from every angle from which you may judge motor car values, the Special-Six Sedan stands out strikingly as an unusual car at an unusually low price.

And when you are weighing motor car values in your mind—when you are comparing the Studebaker with any other car—just consider the simple, uncolored story of Studebaker's sales success, as shown by automobile license figures throughout the country, and ask yourself, "Why?"

STUDEBAKER

W. A. BURR & SONS
Central Garage, Roseburg

THIS IS A STUDEBAKER YEAR

POWER COMFORT

GER OUTPUT IS PLANNED FOR 1924

Norman De Vaux, president of the Star Motor Car Company of California and one of the best known figures in the automobile business, saw the outcropping of the enthusiasm that ever among the West Coast dealers, De Vaux brought with him news of the national manner in which the new

Star models have 'gone over big' with motorists throughout the country in a style that would indicate it is headed for a position among the first cars in sales all over the United States.

"The new models have been received with tremendous enthusiasm everywhere," De Vaux told a gathering of the dealers at the factory upon his return. "It is undoubtedly the greatest universal reception ever given a motor car. We are confident of great success. Greater popularity, greater production and greater sales will follow in quick order."

From now on efforts at the Star plant will be concentrated along lines that will lead to capacity production for several months to come. De Vaux's

advice to motorists is that they buy and order their cars as early as possible, because he feels satisfied, according to his statement, that a material shortage now looming on the industrial horizon will cause an acute shortage of automobiles during spring.

Both De Vaux and Arnold believe that the Oakland Star factory will be in capacity production throughout the year 1924.

DODGE BROTHERS DEALERS SELL GOOD USED CARS

Any used car seen on our floor is good for enough satisfactory miles to assure the owner of his money's worth. You can always count on that.

Good Values for Today—

1923 TOURING

Has been driven 5,000 miles, cord tires, good spare, visor, bumper, spotlight, shock absorber. A bargain.

DODGE BROTHERS TOURING

1929 production. \$525.00

DODGE BROTHERS TOURING

1919 production good appearance, new tires, automatic windshield cleaner, sun visor, stop light, bumper and spare tire. A bargain purchase \$385.

DODGE BROTHERS TOURING

1918 production, thoroughly rebuilt.

1918 SIX-CYLINDER OAKLAND ROADSTER

Has fine appearance; good rubber; in first class mechanical condition.

J. O. Newland & Son
Dodge Brothers Dealers
ROSEBURG, OREGON

AUTO PULSE FOR 1924 IS GOING IT STRONG

That the automobile is seen coming into a greater era of popularity which will bring it more intimately than ever into the commercial and social life of the nation, is evidenced by the first few days of business in 1924.

This is the opinion expressed by officials of the Ford Motor Company, which, itself, has during the year just ending enjoyed the greatest business in its history. The opinion is based upon reports received from various sections of the country and upon dealer estimates coming in for 1924.

These all indicate not only a growing prosperous condition generally but a greater tendency toward the use of the automobile, both as a passenger carrying vehicle and a commercial haulage unit.

Another feature of this review and one which most closely reflects the prospective purchaser is, that buying will start much earlier in the New Year than in the last and the so-called "spring rush" will be on long before the winter snows have melted.

Apparently, many persons contemplating the purchase of cars for the coming year have profited by the experience of others in previous seasons, and do not intend to delay placing their orders. Consequently, they have determined to get into the market early and as a result the 1924 car shortage period will be advanced a number of weeks.

GASOLINE ENERGY WASTE IS GREAT

Only a very small percentage of the energy in the gasoline consumed is utilized by our present-day automobiles, according to Motor Land, the Pacific coast magazine of motoring, which says in a current issue that there is enough energy in a gallon of gasoline, if it were completely utilized, to raise a Ford touring car a vertical distance for more than ten miles.

This same amount of energy, if completely applied to pushing a 2500-pound car along a level paved road, would drive it a distance of about 300 miles at a speed of twenty miles an hour, Motor Land says. But such a small percentage of this energy is actually converted to available power at the road that the average automobile runs along ten to twenty miles per gallon on good roads that have only slight grades.

FRED POWELL WILL SELL DODGE CARS

Fred C. Powell, well known automobile salesman, is now selling Dodge Brothers cars for J. O. Newland and Son, local dealers. Mr. Powell has had 14 years experience in the automobile business, having sold several different makes of cars in Roseburg. He is well acquainted with the Douglas county territory.

"It is a pleasure to at last be selling a car that has 100 per cent value in product and service," commented Mr. Powell on his new position. "I can put much more enthusiasm into my work knowing the system of trading and selling is largely regulated by the manufacturer with a fair policy of giving full worth for cars calculated from nation-wide values."

"People are coming to the realization that a service system like that of Dodge Brothers is necessary for economical transportation. They look more to what is back of the car rather than at the car itself."

"I like to meet a Dodge car owner driving even a 1915 or 1916 car because he is always pleased with it and because I can tell him where to get service or parts if he is in need, even though his machine is nine or ten years old. Although I have been selling Dodges only a few days, I find comparatively few persons in the outlying part of the county know the real value of the parts carried, and the quality of the service given by J. O. Newland and Son."

The enlargement of the Dodge factory to greatly increase production of cars will give the local dealers an opportunity to deliver cars into parts of the county other than close to Roseburg. In order to take care of the territory well, the dealers secured the services of Mr. Powell, an old hand at the automobile game.

Up to the present the sales effort of J. O. Newland & Son has necessarily been confined to the immediate vicinity of Roseburg, but now, with the increased production and with the aid of Mr. Powell, they will give more attention to the northern and southern parts of the county.

ZENITH CARBURETORS

On Hills or Level
More Power—
Less Fuel

L. G. Devaney
Phone 84 406 W. East St.



by comparison



you'll choose



Compare the Upholstery; for texture, durability, appearance; for comfort; for easy, yielding softness; for strong, deep springs.

Compare the HARMONY and UNITY of its lines—stand in front of it, let your eye rest on the new radiator and hood; note how correct is the proportion of each part to the whole, how smoothly all blend together to form an artistic picture.

Compare the WORKMANSHIP throughout—note the care expended on every slightest detail—care that is so often deemed unnecessary to low priced car building, but that adds value to the Star Car.

The contrast will take care of the sale.

RAPP BROTHERS
STAR DEALERS

ROSEBURG, ORE. No. 4-124

Prices of Models
Here—Tax and Freight Paid
Touring Car - \$630
Roadster - 625
Coupe - 830
Sedan - 990

\$490

F. O. B. Lansing, Mich.

PHONE 371

AUTO SHOW DATES FIXED.

The automobile show being arranged by the local auto dealers, will be held at the Armory on February 28 and 29 and March 1. The show will cover three days, Thursday, Friday and Saturday, and it is planned to introduce a number of new features which will make this year's show one long to be remembered. All proceeds will go to the band. The dealers will take care of the expenses and all money taken in from paid admissions will be turned over to the band, which is to furnish the entertainment for the three nights.

OVERLAND CHAMPION SCORES AT N. Y. SHOW

As was to be expected it would the Overland Champion was one of the conspicuous hits at the New York show. In fact it was one of the most radical innovations in automobile comprehensive convenience on view at the national exhibition.

Its versatility appealed not only to dwellers in the suburbs and country districts as a luggage as well as a passenger carrier, but also to city folk using their motor cars as vehicles for the enjoyment of the sports of the great outdoors.

What particularly impressed New York sportsmen was the fact that both seats and upholstery can be entirely removed and made up into a comfortable bed in the car for its full length and width, which is a much wanted boon for camping.

The large trunk on the back of the Champion was another instance of the convenience of the new Overland closed model for the carrying of salesman's personal luggage, shoppers' parcels and other impediments.

18 STATES REQUIRE DRIVERS' LICENSES

Only eighteen states require all operators of motor vehicles to be licensed. Thirty-four demand that all paid drivers shall have a license. Only six states examine all applicants for a license, requiring them to prove their fitness. New York examines owners in New York City, but nowhere else in the state. Illinois and Minnesota examine chauffeurs, but give licenses to all amateurs who can pay the fee. Only Connecticut, Maryland, Massachusetts, New Hampshire, New Jersey and Rhode Island make an examination and a road test a preliminary to the issuance of every license.

RAILROADS CARRY 510,000 CARLOADS OF AUTOS

That the railroads will have handled over 540,000 carloads of assembled automobiles and 210,000 carloads of parts and tires in the year closing December 31st was stated by J. S. Marvin, general traffic manager of the National Automobile Chamber of Commerce, in opening the conference of freight traffic managers of the industry at Detroit, last month. The railroad revenue on this traffic is estimated at \$200,000,000.

More than a million machines have been driven over the highways to destination by dealers and 30,000 shipped by boat.

ROADS COMPLETED.

Eight thousand eight hundred and twenty miles of road of all types were completed with federal aid during the fiscal year which ended June 30, 1923. This added to the mileage completed prior to the fiscal year, brought the total of completed projects up to 25,536 miles, or more than enough to encircle the earth.

PERHAPS MEN WILL HAVE TO BRACE UP

Women chauffeurs are becoming exceedingly popular in Paris. They are said to not only keep themselves neatly dressed, but their cars are always kept attractive. They are careful drivers, polite and make no fuss about luggage.

PACKARD COMPANY OPENS AN AGENCY

J. V. Casey has taken the Packard Motor Car agency for Douglas county, and in the future will handle that popular make of automobile in this vicinity. The state distributing agent, Mr. Krog, will arrive in this city on Thursday to assist Mr. Casey in the local field. The local agent will have his headquarters at the old Empire barn which has been remodeled for garage purposes, and for the present will not have a large stock of cars, but will have only his demonstrating machine here. Mr. Casey formerly represented the Oldsmobile company here, but recently gave up that agency to Glenn H. Taylor.

ITS GRADUALLY "SOAKING IN"

Upholding the maxim that booze and gasoline may not be mixed, Detroit courts deprived 26 drivers of licenses in one day recently.



We Swear by Our Mechanics!
AUTO REPAIRING

MR. MOTORIST there is no need of spoiling your motor trip. Our mechanics are expert repair men. They can make your car run as smooth as when it was new. It takes deft hands to tune up a motor. Rely on the services of our skilled mechanics and you'll ride on Joy street.

ALSO FULL LINE OF MOTOR AND ELECTRICAL PARTS

BROADWAY'S GARAGE

Main and Washington Streets

Phone 333

The Day of the Knight is here!

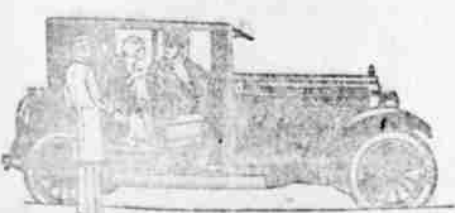
238% Sales Increase!

One thing sure—it takes a wonderful motor car to make the brilliant record Willys-Knight made in 1923.

People are turning to the Knight for its beautiful coachwork, its luxurious comfort, its distinction, its great strength—but mainly and mostly for the many incomparable benefits of the wonderful Willys-Knight sleeve-valve engine. The engine that grows quieter, smoother and more powerful in use!

SERVICE GARAGE

GLENN H. TAYLOR, PROP.
332 N. Jackson Street
Roseburg, Oregon



WILLYS-KNIGHT