



The  Car

Always Correct in Construction

Now Supreme in Beauty

The  Car

RAPP BROS. GARAGE

Call 371 for Demonstration

A divorce was granted yesterday to Blanche M. Love from J. B. Love. Cruel and inhuman treatment was alleged. The plaintiff was represented by Attorney M. F. Rice.

K. T. Carter, of Portland arrived in this city last evening to spend a few days in Roseburg, attending to business interests. Mr. Carter is registered at the Hotel Unipqua.

CYLINDER

REBORING AND HONING

We specialize in this line of work, and also in fitting pistons.

Come in and let us show you the difference.

GENERAL AUTOMOBILE AND MOTOR REPAIRING

OAK STREET GARAGE

C. W. LAWSON, Prop.

Phone 508

Oak and Stephens St.

HUDSON

Offers a Finer Coach on a New Super-Six Chassis

At almost open car cost the new Hudson Coach gives all the utility you can get in any closed car, enhanced by an even more attractive and comfortable Coach body. You will note at once its greater beauty, more spacious seating, wider doors and longer body. The lines are new, too. With this finer body you also get the advancements of a new Super-Six chassis. It has the reliability and economy of maintenance and operation for which everyone knows Hudson. To these it adds a new degree of smoothness in performance that will surprise and delight even to those who best know the past Hudsons.

THE COACH

\$1475

New Models

Speedster - \$1350

7-pass. Roadster \$1425

Coach - \$1475

Sedan - \$1500

Freight and Tax Extra

ROY CATCHING

Motor Repairing and Machine Works

East Oak and Main Streets

Roseburg, Oregon

Phone 438

BUY NOW CAMPAIGN BUSINESS BOOSTER

Important among other indications that the New Year will see a vastly increased demand for automobiles is the "Buy Now" campaign which has just been launched by the Ford Motor company.

Particular significance may be attached to this, coming as it does at the very start of the year, for no company in the industry is better situated to sense future conditions in the motor car field nor keep more closely in touch with the temper of the motor buying public.

Through its great dealer organization, approximating 10,000, the company is able to obtain very accurate reports covering all parts of the country. That the outlook indicates a greater demand than ever during the coming year seems apparent in the action of inaugurating a "Buy Now" campaign at this time.

A year ago a shortage was seen and the public advised but the demand which developed during the spring and early summer months exceeded all expectations with the result that production failed to meet it and more than 350,000 persons were disappointed in not being able to get Ford cars. Practically all through the year it was necessary to maintain a constantly increasing production schedule in order to keep up more closely with the demand. Even with that deliveries were extremely slow.

In view of the company's experience last year the "Buy Now" campaign just starting comes as a warn-

Break Band Lining



His Brakes Failed

These three words tell the reason for the daily newspaper reports of some appalling accident.

How are the Brakes on Your Car?

Will they function 100 per cent in the crisis on street or highway, when a

Life may be at Stake?

Better have us look your car over today. With our modern equipment we can, in a few minutes, make your brakes perfectly safe and 100 per cent efficient.

STEPHENS AUTO COMPANY

I. D. Stephens, Prop.
323 No. Main
Phone 582

USED FORD BARGAINS!

AT LOCKWOOD'S FORD CORNER

Ford Touring	\$ 70
Ford Touring	90
Ford Hug	75
Ford Touring, starter	175
Ford Truck	240
Ford Truck, starter, only	250
Dodge Touring	160
Chevrolet Touring	125
Buick, 6-cylinder Touring	125

Free Tube With All Sizes Pennsylvania Vacuum Cup Tire.

C. A. Lockwood
Motor Co.

Roseburg, Oregon

How We Spend Your Money in building Studebaker cars

Why people buy 150,000 yearly

IT is true that we spend lavishly on Studebaker cars. But it's all to your advantage.

It is by that spending that we give you the greatest value in the fine-car field. We offer prices no one matches on any comparable cars.

That lavish spending led people last year to pay \$200,000,000 for Studebaker cars. And that volume brings our prices down to where they are.

\$50,000,000 in plants

Studebaker assets are \$90,000,000. In modern plants and equipment we have \$50,000,000. Seventy per cent of that amount was spent in the past seven years. So it represents the last word in equipment.

\$8,000,000 in drop forge plants, so every vital part is made to Studebaker standards.

\$10,000,000 in body plants, so Studebaker ideals may be shown in every body.

All that is staked in a permanent way on satisfying fine-car buyers better than our rivals.

What extras cost

Lack of vibration is a famous Studebaker feature. We get that by machining crank shafts as they were in Liberty Airplane Motors. That extra cost is over \$600,000 yearly.

Matchless endurance is another famous feature. One Studebaker Six, still in active use, has run 475,000 miles since 1918. We get that through costly steels. On some we pay 15% bonus to makers to get formulas exact.

Beauty of finish is another supremacy. But that finish requires many operations, including 15 coats of paint and varnish.

Our real leather cushions cost \$25 per car over imitation leather.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in

America. The Light-Six more than any competitive car within \$1,000 of its price.

In closed cars we offer wondrous luxury. The lining is Chase L. hair, made from the fine fleece of Angora goats. Velour would cost about one-third that, saving up to \$100 a car.

Note those bumpers, that steel trunk, those extra disc wheels with cord tires on some models. Note that extra courtesy light. Think what they would cost if you bought them.

The cost of care

The unvarying standards in Studebaker cars are fixed by a department

Then we pay extra for continuous service. Last year, 13,000 men in our factories got anniversary checks—total \$1,300,000. After five years of service those checks amount to 10% of their wages.

We spend \$2,000,000 yearly on our co-operative work for men.

Every year we give factory employees one week's vacation with pay. That cost us \$225,000 last year.

We sell them stock on attractive terms. We retire old employees on pensions.

All this to keep men happy, to foster morale, and to keep men with us when they develop efficiency.

Not extravagance

Do such things seem extravagant? They are not. All those extra dollars save more dollars for our buyers.

They result in the cars you see, in the prices and values we offer. Nothing else in the field can compare.

Those values have resulted in a demand for 150,000 cars per year. That volume cuts our costs in two, as compared with limited production.

The cause of over-prices—under-values—is not lavish expenditure.

It is

Limited production,
Heavy overhead,
Out-of-date machinery,
Antiquated methods,
Non-economical plants,
Transient labor,
Discontented workers.

We've eliminated those things. We've done it at what seems to you a heavy cost per car. But each of those extra dollars saves \$5, we believe. Note what values and what prices have resulted. Note the amazing demand—the overwhelming demand—it has brought for Studebaker cars.

of Methods and Standards. It is enormously expensive.

Our constant improvements are due to ceaseless research. 125 experts devote their time to the study of betterments. They make 500,000 tests per year.

That reliability is due to 12,000 inspections of the material and workmanship in each Studebaker car before it leaves the factory. This requires 1,000 inspectors.

Being generous with men

We pay maximum wages—at least as much as anyone else will pay.

LIGHT-SIX

5-Pass. 112" W. B. 40 H. P.	
Touring	\$ 995.00
Roadster (3-Pass.)	975.00
Coupe-Roadster (2-Pass.)	1195.00
Coupe (5-Pass.)	1395.00
Sedan	1485.00

SPECIAL-SIX

5-Pass. 119" W. B. 50 H. P.	
Touring	\$1350.00
Roadster (2-Pass.)	1325.00
Coupe (5-Pass.)	1895.00
Sedan	1985.00

BIG-SIX

7-Pass. 126" W. B. 60 H. P.	
Touring	\$1750.00
Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	2495.00
Sedan	2685.00

(All prices f. o. b. factory. Terms to meet your convenience.)

W. A. BURR & SONS

CENTRAL GARAGE

ROSEBURG, OREGON

The World's Largest Producer of Quality Automobiles

ing suggestion to the car buyer and reflects a condition which presages an even greater car shortage during the coming spring and summer.

There has been an unusual demand for Ford cars and trucks so far this winter. In some cases dealers already are compelled to designate later delivery dates on certain types of cars.

In this connection an interesting feature is the already noticeable increase in enrollments under the Ford Weekly Purchase Plan. More than 200,000 have enrolled, for everywhere throughout the country people are more and more using the plan as a sure means of arranging car delivery at the time desired and as a result there has been a noticeable growth in the number of enrollments, particularly during the last few months.

FARM LABOR COSTS REDUCED BY MOTORS

One means of reducing cost of production on farms is the use of motor transportation, which through time saving reduces labor cost, according to A. J. Brunsau, a director of the national automobile chamber of commerce, who addressed the Illinois Manufacturers' association in Chicago.

BUYING IN 1924

With the average valuation of a car at \$700, it is estimated that the American people will spend \$2,800,000,000 on new cars this year.

NOW HEADS CHEVROLET SALES



C. E. Dawson has succeeded Colin Campbell, formerly general sales manager, Chevrolet Motor Company, who recently resigned.

Mr. Dawson was formerly assistant sales manager of the company, having been actively associated with the Chevrolet organization since July 1912 when he began as a retail salesman in Detroit. Later he served as wholesale representative; wholesale supervisor of 12 states; manager of the Detroit Chevrolet Retail Store; zone sales manager at Flint, Michigan, and

assistant general sales manager at Detroit. He is well qualified for the heavy responsibility of directing the sales of the second largest producer in the automobile field.

WINDSHIELD WIPER BATTERY OPERATED

A new automatic windshield wiper, that is operated by a small electric motor on current obtained from the battery, is being placed on the market by the American Bosch Magneto Corporation.

This announcement was made yesterday by L. G. Devaux, Bosch representative in this city.

This new Bosch unit is ably neat and attractive in appearance, being finished in aluminum, and so designed that it does not protrude in any way into the driver's vision.

The Bosch corporation is very high degree of efficiency. Bosch electric windshield wiper, using out that the power from the electric motor is transmitted through direct linkage, and not through usual train of gears which loses of power through friction.

development of noises when become worn. This type of wiper permitted them to make a wiper that develops a great power and yet consumes no current.

Quick Service

The reason we are able to only promise quick service is to also render quick service accounted for by those who we employ only men of highest experience and ability; we furnish the proper tools; we strive to please—and

Hall & Young
631 Winchester St.