



A Story of Success

How Studebaker Cars became leaders

145,000 people last year paid \$200,000,000 for them

THE most talked-about cars among fine cars are the Studebaker Sixes—at \$975 and up. Sales have almost trebled in the past three years. The demand for these cars, growing by leaps and bounds, has been Motordom's chief sensation.

Over \$200,000,000 was last year spent for Studebaker models.

Now we wish to explain, to all who are interested, the reasons for that success.

Studebaker has always led

For 72 years the name Studebaker has stood for quality and class.

Studebaker equipages, in the carriage days, held premier place. The White House owned them in the days of Grant and Harrison.

Now we make motor cars only. But the Studebaker name, in this modern field, simply had to maintain its prestige.

We had the money, we had the incentive—we who now control. And our one ambition has been to maintain the Studebaker place.

\$90,000,000 assets behind us

Studebaker assets are \$90,000,000. We have \$50,000,000 in modern plants and equipment.

Not old plants re-adapted. We have spent \$32,000,000 in new plants in five years. We have equipped them with 12,500 up-to-date machines.

Over \$8,000,000 was spent on drop forge plants alone. Another \$10,000,000 on body plants, to maintain our prestige in coach building.

We believe that no other plant in the country is so well equipped to

build quality cars as Studebaker.

Engineering—\$500,000 yearly

We created an engineering department which costs \$500,000 yearly.

There are 125 skilled men there who devote their time to studying betterments in cars. They make 500,000 tests yearly.

There is a department of Methods and Standards. They decide and fix every standard in these cars.

We spend \$600,000 yearly to machine all surfaces of crank shafts, just as in Liberty Airplane Motors. That is the reason for that perfect balance, that absence of vibration.

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.

Open cars have real leather upholstery. They cost \$25 more per car than imitation leather.

Our closed cars have Chase Mohair upholstery. This is made from the soft fleece of Angora goats. And a Sedan requires from 15 to 18 yards.

Velour for this upholstery would save us up to \$100 per car.

Note the finish of every detail. Mark the infinite care. They add 25% to labor cost on luxurious closed bodies.

Note the completeness of our larger closed cars. The nickel-plated bumpers, the extra disc wheels and cord tires, the steel trunk, the courtesy light, etc. Think what they would cost you, bought as extras.

Thus we have made the Studebaker the leader of quality cars. We have built a demand exceeding 145,000 cars per year.

Learn the results of these efforts, in fairness to yourself. Don't buy a car at \$1,000 or over without knowing what we offer.

Compare the parts and details. Mark the advantages we offer—scores on scores. Our experience is that 95% of those who do that buy a Studebaker car.

Learn why 145,162 bought Studebakers in 1923

Studebakers hold the top place in the fine car field today.

In 1919, the public paid over \$80,000,000 for 39,356 Studebaker cars.

In 1920, the public paid over \$100,000,000 for 51,474 Studebaker cars, an increase of 31% over 1919.

In 1921, the public paid over \$120,000,000 for 66,643 Studebaker cars, an increase of 29% over 1920.

In 1922, the public paid over \$155,000,000 for 110,269 Studebaker cars, an increase of 66% over 1921.

In 1923, the public paid over \$201,000,000 for 145,162 Studebaker cars, an increase of 32% over 1922.

In 1924, business has opened with Studebaker as never before.

Learn why all these buyers preferred Studebakers.

Our factories employ 1,200 inspectors, to make 30,000 inspections on all Studebaker cars. Few flaws, few mistakes can escape them. That, we believe, is the finest organization ever devoted to motor car building.

The price of quality

On some steel alloys for vital parts we pay 15% extra to get them exact.

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 & SON, Central Garage

The World's Largest Producer of Quality Automobiles

GLEE CLUB HERE TOMORROW EVENING

The Willamette University Men's Glee Club, which comes to Roseburg tomorrow evening, is one of the outstanding musical groups of the north west, offering an extensive repertoire of both heavy and light numbers. The evening program includes "The Wreck of the Old Ship" by the club, with Mr. Lloyd Thompson carrying the solo parts; the negro folk song, "Heaven, Heaven"; and other popular concert numbers.

Last year the club went on a tour of Washington and Oregon, totaling some two thousand miles, giving concerts in thirty of the more important cities. This year's itinerary includes a

trip through Southern Oregon and one through Western Washington up as far as Vancouver, British Columbia. The program is to be given in the auditorium of the high school building.

NOTICE TO WATER CONSUMERS
Water will be shut off Friday, Feb. 8th, from 9 a.m. to 11 a.m., affecting all of Riverside and Glenview.

THE CALIFORNIA OREGON POWER COMPANY.

This is a Studebaker year.

Mill run is advancing in price. We still have some on hand at the old price of \$1.25 per sack at Peoples Supply Co.

James A. Deardorff and wife of Oakland, spent the day in Roseburg attending to business matters. Mr. Deardorff is justice of the peace at Oakland.

LOCAL NEWS

H. W. Clough, who resides in Canyonville was in today for several hours attending to business matters.

William Harrison of Garden Valley was in this city today spending the day transacting business matters.

George Solomon spent the day in Roseburg looking after business interests. Mr. Solomon is from Umpqua.

Mrs. Bernice Walker of Coquille arrived in this city yesterday to spend a few days here visiting and attending to business.

Mr. and Mrs. A. T. Marlin left today for Seattle where they will spend a few days visiting at the home of Mrs. Bernice Walker.

H. E. Neburnall of Albany is spending a few days in this city attending to business matters. Mr. Neburnall is registered at the Hotel Umpqua.

G. A. Cushing arrived in this city last evening and will spend a few days here looking after business interests. Mr. Cushing is from Salem.

W. A. Morlan, after a year lay off has resumed his work with the Southern Pacific company. Mr. Morlan is a conductor.

Latest creations in ladies and misses afternoon, evening and street dresses may be seen at the Hat Shop.

Many ladies in Roseburg have been waiting arrival of these goods. New spring coats will also be shown.

Broccoli knives at Wharton Bros.

E. W. Hinkley of Garden Valley left this afternoon for Salem where he will spend several days attending to business matters.

See our new garden tractor. It is just the thing for truck gardens. Wharton Bros.

Myra and Mary Kasey, who reside in Umpqua were in town for a few hours this morning shopping and visiting with friends.

Why feed horses feed to milk cows when you can get best Oregon made milk run at \$1.25 per sack at Peoples Supply Co.

Miss Jennie Wilson who has been attending the past several days in this city visiting at the home of Mr. William Fisher, returned to her home in Myrtle Creek today.

Jess Gage, representative of the P. J. Cronin company of Eugene, is spending a few days in Roseburg looking after the interests of the company. Mr. Gage is registered at the Hotel Grand.

Mrs. Saul of the Hat Shop, has just returned from Portland with a stunning lot of dresses and spring coats. Ladies of Roseburg and adjoining areas are invited to see these beautiful garments.

CLEAVER WILL NOT BE FIRED

Governor Pierce Says He Will Retain State Prohibition Enforcement Officer.

HITS DIST. ATTORNEYS

Says Some of the Prosecutors Take Drinks in Private and Therefore Cannot Prosecute Bootleggers.

(Associated Press Leased Wire.)
SALEM, Feb. 6.—Rumors that George Cleaver, state prohibition enforcement director, might be replaced were put to rest last night by Governor Pierce in an address on law enforcement before the Baptist, brotherhood here.

"I haven't appointed an angel as prohibition commissioner," said the governor, "but I have known him a long while and there is not enough money to make him do a wrong. I am going to stay with him."

The judges, district attorneys, sheriffs and other law enforcement officers are what is wrong with prohibition in Oregon, the governor told his listeners. Taking up his challenge flung by the prosecuting attorneys at their recent convention in Portland, the chief executive said: "The greatest obstacle in the path of law enforcement are the men in sympathy with law violators. A district attorney who drinks in private is in no condition to try the bootlegger, and this condition prevails in more than one county in the state."

Governor Pierce also made reference to the New Year's eve raid on the home of a prominent Portland resident and the subsequent action of the court in dismissing the case on the ground that the warrant was illegally secured, saying that "the rich man's home in Portland was raided. They found two quarts of liquor. But the judge said that, because the search warrant was not made out properly, they couldn't fine the rich man."

"Had I been that rich man I would have walked up to the confessional and said 'I'm a rich man but I have erred and I am penitent.'"

Explaining that he had been attending the Methodist and Presbyterian churches, the governor, upon invitation, last night joined the Baptist brotherhood and said that hereafter

EXIDE BATTERY PRICES Greatly Reduced

11-plate for Small Cars, was \$22.00, now \$17.00
13-plate for Medium Size Cars, was \$28.00, now \$22.00
15-plate for Large Cars, was \$35.00, now \$28.00

A general drop in prices of material makes Battery repairing cheaper. We will put new separators in your 11, 13 or 15-plate for \$1.50, and guarantee it for six months.

UMPQUA BATTERY STATION

312 N. Jackson Street, Roseburg

he would attend the Baptist part of the time.

NOTICE TO I. O. O. F.

At the regular meeting of the Philatrist Lodge No. 8, I. O. O. F. Friday night, February 8, there will be work in the third degree with a class of ten candidates. All members are urged to be present. Refreshments after degree work.

W. S. HOWARD, N. G.

PRISONER RELEASED

August De Gnath, of Elkhart, has been confined in the county jail for a period of 100 days, was released this morning. De Gnath was charged with possession of liquor and entered a plea of guilty and was fined \$200. He was unable to pay the fine and served out the time in jail, turning to his home at Elkhart this afternoon.

HEALTH INSURANCE for the Whole Family

for Economical Transportation
CHEVROLET

SUPERIOR
Touring Car
\$635

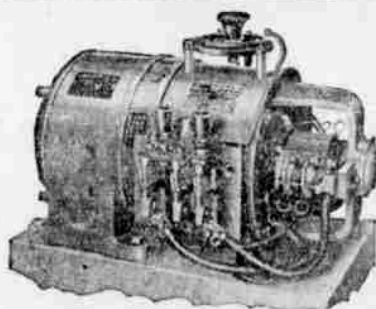
f. o. b. Roseburg

Without counting the daily utility of a Chevrolet for going back and forth to work, shopping or taking the children to school, etc., its value in saving doctor's bills, broadening your mental horizon and keeping the whole family physically fit, amounts to more than the cost of the car and its upkeep.

It is more of an essential to the modern family than anything else but a home. Chevrolet meets the requirements of the modern family because it is economical to buy and maintain, because of its excellent appearance and riding comfort, because it can be depended upon, and because it is so easy to drive that any member of the family can use it.

ED MARSH MOTOR CO.

S. Rose Street, Roseburg



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So as to Save YOU

50¢

One-Day Recharge Service

Saving you in cost 50 cents rental

SAVE TIME! SAVE MONEY!

Recommended by All Battery Manufacturers

Willard Batteries

AUTO ELECTRIC STATION

H. L. BOUCCOCK

Prop.

TEL. 138

You Hate Taxis

If you are used to using an automobile, you naturally hate taxis. If you know there is a "little something" wrong with your machine, don't keep putting off the repair work. Bring it in to us now. We can fix it in a little while. If you wait, you'll be using taxis for days. Small repairs cost little or no money.

Hall & Young Garage
631 Winchester St. Phone 228

