



A LONG TIME INVESTMENT

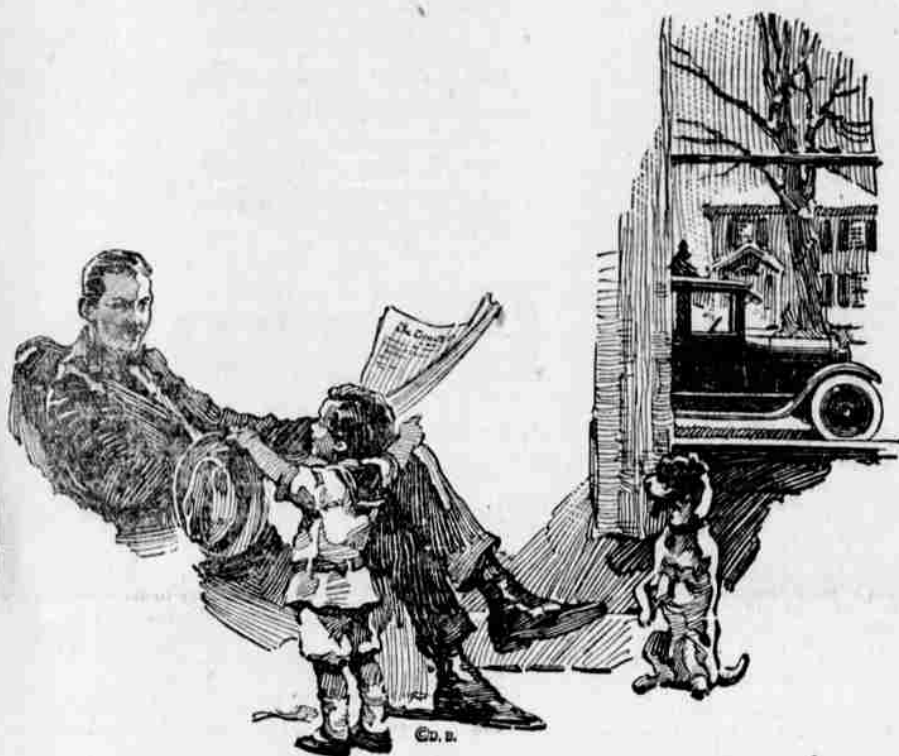
Every Dodge Brothers Sedan body is steel built throughout—sills, pillars, panels, frames and all.

This all-steel design—exclusively a Dodge Brothers feature—possesses certain practical advantages which recommend it most emphatically to the closed car buyer.

It reduces cost, assures a structural precision which is particularly evident in the snug fit of doors and windows, and results in a staunchness of construction which guarantees to the owner a long time investment—and a long time satisfaction.

J. O. Newland & Son

Dodge Brothers Dealers, Roseburg



NO GAS ON SUNDAYS

The Mayor of Youngstown, Ohio, has issued orders forbidding the sale of gasoline on Sundays. Provisions permitted filling

stations to open from 1 to 3 p. m. Sundays.

Always remember you are an engineer fully responsible.

ALL STEEL TRUCK BODY AND CAB JOB

The Ford Motor Company enters the new year with a new product, an all-steel combination truck body and cab mounted on the standard Ford one ton chassis to be sold as a complete unit.

The new body is of the open express type, so constructed that it may be readily converted into other body combinations by using stakes, sideboards, canopy top, screen sides, etc.

"In fact," says the Ford statement, "the purpose in producing the new body was to place a low cost general utility truck, meeting both agricultural and commercial requirements at the disposal of ton truck users."

The body is built of steel to withstand the most severe usage and presents a new development in construction. The steel sills are reinforced with wood in order to lessen vibration and road shocks, thus making for more durability and longer life.

The loading space is seven feet two inches in length by four feet in width and of convenient and practical depth. The end gate is strongly braced and secured by heavy chains which hold it in position when lowered.

The cab, also of steel construction is extra roomy. The seat is of artificial leather, well-cushioned on four inch springs. Protection from the weather is afforded by close fitting door curtains mounted on uprights and opening and closing with the door. An oblong window in the back of the cab gives ample facilities for rear

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SPARTON HORNS
GABRIEL SNUBBERS
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Ignition Systems.
Spotlights, windshield wipers, auto accessories of all kinds.

Umpqua Battery Station
A. B. TAYLOR, Prop.
312 N. Jackson St. Phone 67

SAYS STAR IS GOOD AS THE BEST OF 'EM

"It is not always the highest priced car that gives the most satisfaction and contentment to the owner. Many a man who may dream of owning a foreign-built limousine some day is meanwhile getting a lot of fun and service out of the automobile that holds a modest place near the other end of the scale. And he generally gets there just the same."

Such was the declaration of L. E. Roy Spencer, San Francisco manager for the Western Motors Co. Star distributors.

Sam P. Hevers of Appleton, Wis., is willing to go even a step further and say that the low priced car has offered him better satisfaction than some of the more expensive ones. Hevers is passing the winter in California and dropped in to see Spencer and tell him about the recent transcontinental trip he made in his Star.

"This is the third automobile I've had," Hevers declared. "And it is the most inexpensive of the three. None of the others ever gave me better service and none of them could have stood up under the punishment this machine got on the trip across and arrive in better condition."

STUDEBAKER WINS IN YOSEMITE RACE

Thrusting triumphantly through snow and mud roads, a Studebaker for the fourth year in succession won the hotly contested race to be the first touring car to enter the Yosemite Valley and drive in at the ranger's checking station.

The annual pilgrimage over the snow tortured roads of the Sierras in order to appear first in the valley is one of the most grueling grinds known to motordom, and is therefore a highly coveted honor for Studebaker. No car has ever won the race four times before.

The winning passenger car was a stock Studebaker Big-Six, dispatched from the show rooms of the Chester N. Weaver Company, San Francisco. The car was piloted through the "thick going" of the Wavona road by H. M. Gregory. He was welcomed at the park by Chief Ranger, F. S. Townsend.

"Well," exclaimed the Chief Ranger, "we're not surprised. Although the roads are just about impassable now, we were looking for you. Year after year a Studebaker has been the first touring car into the Yosemite, and we just figured there would be one along again this year."

The Chief Ranger thereupon issued the first touring car permit of the 1924 season to this Studebaker. The snow was heavier and the road conditions more difficult than in any previous year according to Pilot Gregory. Another Studebaker, a Light-Six Car, driven by William J. Cliva of Modesto, Calif., came in second in the "first into the park" run, and both cars arrived in perfect condition, victors over mountain roads and perilous winter weather.

"It was mighty cold and the grades were steep," said Pilot Gregory, "but the Big-Six showed fine hill climbing qualities and ran faultlessly throughout the strenuous race. Several times we had to back away and charge the snow like a battering ram; then we proceeded on. It was a great honor for Studebaker to win this mountain race for the fourth time."

Engineering construction and motor efficiency made it easier for the Studebaker to win the 1924 pilgrimage. It was said. Automobile editors, poring over their records, recall the thrilling dash from the Pacific Coast to the Yosemite in 1922, when a Studebaker Big-Six had to buck the snow drifts for three days before winning the race, while other contestants gave up in despair. The feat of the 1924 Big-Six is all the more striking, in view of the fact that it covered the distance so rapidly. It demonstrates, motorists say, that this year's Studebaker production is the most versatile "job" in the 72 years of this corporation's manufacturing history.

JAPAN SHIPS USED CARS

Used cars by the hundreds are now being shipped from the United States to Japan for use in the devastated areas of Tokyo and Yokohama. Every boat passing through ports since the earthquake has had on board 10 to 200 used automobiles for Japan. Since the earthquake there is a big shortage of rickshaw men in the two cities, and many of the used cars now being received are for rickshaw service.

vision, adding to the safety as well as the convenience of the driver.

The new truck which is already on display in many Ford dealers show rooms throughout the country, sells complete with steel cab and body for \$450.95 P. O. B. Detroit, being priced in accordance with the standard Ford policy.

In addition to the saving offered truck users in this body, is the convenience of now being able to buy the Ford ton truck complete and ready to put into service.

"BUICK IN BRIEF" INTERESTING STORY

"Buick in Brief," an interesting page of figures received this week from the Buick Motor Company by R. F. Thompson, discloses some interesting data regarding the great growth of the Buick organization in the 23 period of production ended January 28.

The Buick Motor Company was incorporated January 28, 1904, and in that calendar year produced 34 automobiles.

It was a long jump to March 3, 1923, from that date, and the entire history of the motor trades is in between those two dates, but Buick produced its millionth car on March 3 of last year, an event that was heralded to the four corners of the civilized world.

Thompson pointed out also that more than 200,000 cars were produced and sold by the Buick Motor Company alone last year, a mighty increase from the 34 cars of 1904 production.

CHEVROLET'S 1923 PRODUCTION

Chevrolet Motor Company's 1923 production was 483,432 cars and trucks. Figure compares with 241,000 units for 1922. Increases of more than 100 per cent.

STRAWBERRIES PAY

Nw Oregon Improved Strawberry plants, \$4.50 per thousand, trimmed and in bunches of 25. Also Cuthberg Red raspberry plants, 2c each. Phone 1872. W. J. Meredith, Looking Glass, Oregon.

Charles Ray, accompanied by his niece, Miss Ethel Ray and Eleanor Lucy, are spending a short visit with Mr. and Mrs. Ralph Russell. They will leave tomorrow morning for a tour of Southern California. Their home is at Cloverdale, Ore., of which town Mr. Ray is founder.

Do You Know That SARFF'S Auto Wrecking House

329 North Main St.

will save you money on your auto parts. He has the largest stock of auto parts that has ever been in Roseburg and is getting more and more all the time.

See him and save yourself some money.

Phone 553



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OREGON'S DECEMBER SALES

Passenger car sales in Oregon in December, according to Motor Registration News figures, totaled 1,124. The selling rank of the fifteen leaders, in order, was Dodge, Buick, Overland and Studebaker, Maxwell, Oakland, Willys-Knight, Oldsmobile and Hupmobile, Jewett, Durant.

The total for 1923 was 30,914. The fifteen leaders in order being Ford, Chevrolet, Star, Buick, Dodge,

Overland, Studebaker, Durant, Maxwell, Oldsmobile, Willys-Knight, Jewett, Hudson and Oakland.

NOTICE TO WATER CONSUMERS

Water will be shut off Friday, Feb. 8th, from 8 until 11 a. m. effecting all of Riverside and Edenbow. THE CALIFORNIA OREGON POWER COMPANY.

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.

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Quiet as a ghost!

The wonderful Willys-Knight sleeve-valve engine gives you quiet, silky action. Closed bodies remarkably free from power rumbles and vibration. No noisy cams. No choking up with carbon. No clicking valves to grind. This engine improves with use! Owners report 50,000 miles without engine repair. Touring \$1175; Sedan \$1795, f. o. b. Toledo.

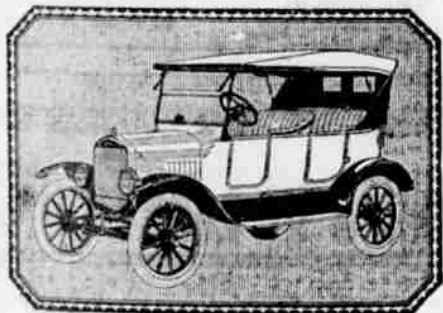
WILLYS-KNIGHT

SERVICE GARAGE

GLENN H. TAYLOR, Prop.

332 N. Jackson St. Roseburg, Oregon

Ford
THE UNIVERSAL CAR



New Touring Car

Looking at the new touring car from the side, you are at once favorably impressed with the effect of longer, more graceful lines secured by enlarging the cowl and raising the radiator.

Sloping windshield and one-man top lend material aid in giving the entire car a lower, more stylish appearance.

An apron connecting the radiator with the fender skirts is also a decided improvement.

A comfort feature much appreciated by owners, is the additional leg room provided by the enlargement of the cowl.

Allow us to show you the entire line of new Ford cars now on display in our show room.

These cars can be obtained through the Ford Weekly Purchase Plan.

C. A. Lockwood Motor Co.
Roseburg, Ore.

Ford
CARS • TRUCKS • TRACTORS