



Ford
THE UNIVERSAL CAR

Buy Your Ford Now

WITH spring almost here thousands of families, anticipating the demand that is certain to exist for Ford Cars and Trucks, are placing their orders for immediate delivery.

Sales now are far ahead of sales at this time last year. Advance orders calling for delivery under the Ford Weekly Purchase Plan have already reached a total of 255,758 Cars and Trucks.

The prospect of securing prompt delivery is daily becoming more uncertain. We cannot urge too strongly, therefore, the necessity of placing your order immediately, if you are planning to drive a Ford Car this spring.

See the nearest Authorized Ford Dealer

Ford Motor Company
Detroit, Michigan

It is not necessary to pay for your car in full in order to secure delivery. You can get on the preferred list for early delivery by making a small payment down. Or, if you wish, you can arrange for delivery under the terms of the Ford Weekly Purchase Plan.

A Business Story

Rich in meaning to every motor car buyer

How Studebaker reached the heights

THE story of Studebaker has been told by many men in many ways. Now let us tell it to you.

Studebaker growth has in late years been Motordom's sensation. Sales have mounted until last year 145,000 buyers of quality cars selected Studebakers. They paid over \$200,000,000 for them.

All must realize that a new situation has arisen in high-grade cars. You who are interested should now analyze the reasons.

72-year traditions

The Studebaker principles have become traditions in their 72 years of existence. They have never wavered. In all changing conditions they have brought new luster to that name.

Men come and go, but a name like this becomes a heritage to foster and enhance. That's what we've done — we who have that name in keeping for a time.

Studebaker has always been a leader. For two generations it led in horse-drawn vehicles, now products of the past.

Most of you remember Studebaker carriages — queens of their time. They were used by multitudes of people who loved quality and style.

When motor cars succeeded them, Studebaker became the logical leader in that field. Any other place would have been an anomaly.

The only way to the top

A concern of this age has one fact ingrafted in its fiber. The only way to leadership is through super-service.

The leader must excel in all you seek — in quality, in beauty and in value. There is no other way to the top. Every stretch of the road is strewn with wrecks of those who tried another.

What others say — not what you say — determines your place in the long run. In every field of endeavor one must accept that fact.

We had the money, the plants, the prestige. We had the incentive of Studebaker traditions. In time we secured the men.

We told those men to build for us the utmost in fine motor cars, regardless of all costs. We pledged them our good faith and our resources.

The cost was \$50,000,000

We built new factories — modern plants. We fitted them with new equipment — 12,500 up-to-date ma-

15% to conform to those standards exactly.

We invested \$8,000,000 in a drop forge plant to make all our own drop forgings. \$10,000,000 in body plants, to build all bodies to our standards.

We employed 1,200 skilled inspectors to see that all standards were fulfilled. There are 30,000 inspections on Studebaker cars during manufacture, before they go out from the factory.

That's the whole story

That's about the whole story. We simply followed the never-changing Studebaker principles. We gave to our buyers the utmost — values they could not match. Then they turned by tens of thousands to Studebaker cars.

Over 750,000 of those cars have gone out. Their performance has developed a demand for 150,000 per year.

Every increase in sales brought a lowered cost, which we promptly gave our buyers. Today these fine cars are offering values which no rival can approach. They have made us the world's largest builders of quality cars.

We deserve a hearing

Now we deserve a hearing. All who consider a car at \$1,000 or over should learn what Studebaker offers. That in fairness to yourself and us. Check one by one the advantages we offer. You'll find them by the score.

Remember that 145,000 who did that last year chose a Studebaker car. There are nine chances in ten that you'll do it.

Consider our record, our accomplishments, our policies and principles. Consider that we have \$90,000,000 at stake on satisfying men like you. Don't buy a car in this high-grade class without seeing what we give.

Find Out Why

People paid over \$200,000,000 last year for Studebaker cars.

The result is now a demand for 150,000 per year.

Over \$50,000,000 in modern plants and equipment to build the finest of fine cars.

One of these cars, built in 1918, has run 475,000 miles. That means 80 years of ordinary service. In December this car made the trip from coast to coast.

chines. Of the \$50,000,000 in our plants and equipment, \$32,000,000 has been invested in the past five years. So it represents the last word in efficient manufacture.

We established a Department of Methods and Standards, to fix for every Studebaker detail the maximum of quality.

We created a Bureau of Research and Experiment, employing 125 skilled men. They make 500,000 tests per year to maintain our supremacy.

They fixed countless standards, including 35 separate formulas for steels. Then on the most important steels we offered makers a bonus of

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.)	1995.00
Sedan	1985.00

BIG - SIX

7-Pass. 126" W. B. 60 H. P.	
Touring	\$1750.00
Speedster (5-Pass.)	1835.00
Coupe (3-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

U. S. LEADS THE WORLD IN PAVEMENT

If the modern paved streets of 290 leading American cities (which in the first national census of city paving ever made in this country have reported officially their paving yardages this year to the asphalt association, New York.) were merged into a single great highway 18 feet wide, that highway would more than twice encircle the globe. The survey, the re-

sults of which have just been announced, shows that, with an average of 18 feet of width, there are 56,974.8 miles of paved streets in American cities of 10,000 or more population. This mileage by far exceeds that of every other country in the world.

These 290 cities, which include all but three of the cities of 10,000 or more population and which comprise 65.8 per cent of the 53,898,385 urban population of the United States, report a total of 601,653,547 square yards of pavement. Of this 469,463,141 square yards, or 78 per cent, are of the types higher than water-bound macadam. These higher types in turn comprise percentages of the total higher

than water-bound macadam as follows: Asphaltic types, 53.9 per cent; brick, 21.9 per cent; stone block, 11.6 per cent; wood block, 3.3 per cent; Portland cement concrete, 5.5 per cent; tar macadam, 2.5 per cent; miscellaneous, 1.3 per cent.

In the 65 cities of 100,000 population or more reporting, the asphalt types comprise 54.9 per cent of the total yardage of pavements higher than water-bound macadam. The percentages for the other types higher than water-bound macadam are as follows:

Brick, 19.9 per cent; wood block, 4 per cent; stone block, 14.5 per cent; Portland cement concrete, 3.5 per cent; tar macadam, 1.8; miscellaneous, 1.4 per cent.

500,000 TESTS MADE FOR DEPENDABILITY

One hundred and twenty-five Studebaker engineers, metallurgists, chemists and mechanics today devote their time and thought to the development and tests of new ideas in motor car design, construction, operation and equipment.

These men play a vital part in the introduction of new models, such as the 1924 Studebakers; in better manufacturing methods, and in constantly guarding the high standards in current production that have long made Studebaker a leader in big volume manufacture of high-quality, six-cylinder cars.

The laboratories in which these men work are designed, constructed and equipped at great cost to provide proper facilities for the intricate and painstaking work that must be handled.

500,000 Tests Annually
Many thousands of dollars have been spent by Studebaker to equip these laboratories with the finest testing devices, gages and machinery. Hundreds of these are so finely constructed that they detect imperfections that only the powerful microscope would otherwise disclose. Laboratory experts are given un-

limited freedom in Studebaker's vast plants. They enter into every activity in their search for the ultimate in fine six cylinder motor car creation and construction.

Some select and test steel, iron, brass, wood, leather, glass and other raw materials and special equipment picked at random from the stream that flows incessantly into the various mammoth departments. Still others of these one hundred and twenty-five men work out the correct design and check the finished product for satisfactory performance.

Each year more than 500,000 such tests are made in Studebaker laboratories. Guesswork in materials, methods, construction, operation and performance are thus eliminated.

Many Precision Operations
In the manufacture of the three six-cylinder Studebaker models, 1129 mechanical operations are accurate to one-thousandth of an inch, 360 to one-half thousandth of an inch and many others to one-tenth thousandth of an inch, or ten times thinner than a cigarette paper. Such accuracy, while costly, makes possible the construction of motor cars that give enduring, economical and dependable service.

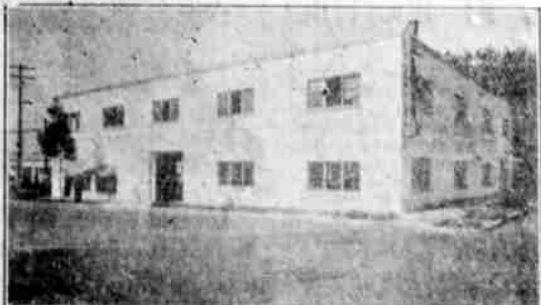
But Studebaker goes far beyond the unusual work of its testing laboratories to safeguard the interests of Studebaker owners. One thousand skilled inspectors guard against imperfection in manufacture and assembly. These men make 30,000 inspections during manufacture before the cars are passed through for final delivery.

SPARK PLUG TROUBLE
Most drivers and mechanics are familiar with the usual spark plug troubles. However, there is one,

though seldom encountered, which is greatly misleading. In some cases the insulating material is used in the construction of the plug is porous, permitting a leakage of the current through the porcelain. In addition to this the carbon, which is one of the products of combustion, is absorbed, so that in time what was once an insulator becomes a conductor. The spark plug may be taken apart and cleaned, so that it p-

pears in perfect condition, yet it will not operate satisfactorily with the result that another part of the sys-

tem receives the blame. The remedy in such cases is to replace the plug.—Automobile Digest.



SPRING IS COMING

This being the time of the year to have your Electrical Plant in your Car gone over. Inspection free of charge by men who know—no guess work.

ROSEBURG SERVICE STATION GARAGE

Incorporated

STEPHENS, LANE AND ROSE STS.

ROSEBURG, ORE. PHONE 66

We will be glad to see you at

SARFF'S Auto Wrecking House

329 North Main St.

the place to buy your auto parts and save yourself some money. Parts for most all makes of cars at 40 to 80 per cent less.

Phone 553

The Eyes of the World are on

for Economical Transportation



The remarkable rise of Chevrolet proves that the Chevrolet Motor Company has correctly gauged the shift of public sentiment towards the most economical unit of transportation which also meets modern requirements as to quality.

Call at our showrooms, inspect the much-talked-of SUPERIOR models, and see why Chevrolet jumped from seventh to second place in sales. Learn how much daily utility and year-round health and happiness you can obtain for a sum so low that almost any American family can easily finance the purchase.

ED MARSH MOTOR CO.

Phone 446

Roseburg, Ore.