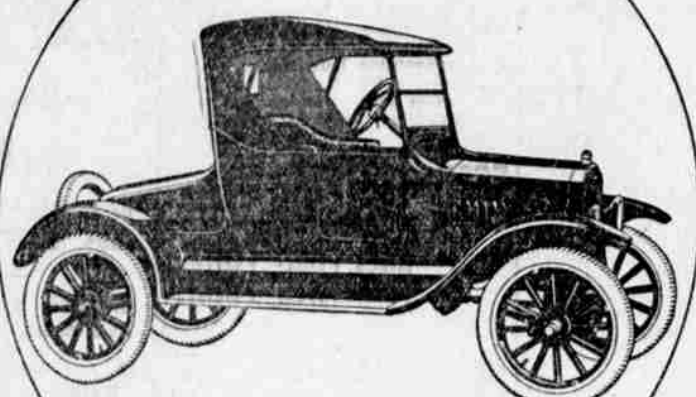


AUTOMOBILE NEWS

Ford
RUNABOUT



\$265
Starter and Demountable Rims \$85 extra

The Lowest Priced Two-Passenger Car

The Ford Runabout is the most economical car for personal transportation known.

Priced lower than any other motor car, its maintenance and running expenses are in keeping with its present low cost.

To salesmen and others who average a high daily mileage in business, the Runabout has a special appeal both for its operating economy and its convenience in making city and suburban calls.

Ford Motor Company
Detroit, Michigan

See the Nearest Authorized Ford Dealer

Ford
CARS · TRUCKS · TRACTORS

RADIO WILL REPORT BALLOON RACE TODAY

Radio station WTAM of the Willard Storage Battery Co., Cleveland, is expecting to set a record for continuous operation today when weather reports and storm warnings to the fliers on the National Balloon race keep the ether agitated throughout the night and the following day.

The regular program of WTAM for the night will start at 6 p. m., Eastern Standard time, when a dinner concert by the Hotel Statler orchestra, of Cleveland, will be broadcast. This will be followed by

late news and complete baseball returns from all teams through the courtesy of the Cleveland Plain Dealer.

After a short stand-by period, the regular Wednesday evening concert will be broadcast. During this concert the station will continue operation repeating the weather reports and sending out other information to the balloonists.

Through the wire service of the Plain Dealer, radio fans will be kept in touch with the progress of the flight, and, incidentally, the fliers will be informed of their own and their competitor's movements.

Forecaster E. H. Emery of the U. S. Weather Bureau observatory in Cleveland will make a special observation early in the evening and chart the probable course and speed of all existing storms that the fliers

might encounter in their flight.

This information will be broadcast every two hours at stated intervals and will be augmented by wire dispatches.

For radio fans who wish to stay up late to follow the flight, WTAM will start a special three hour program at Midnight, Eastern Standard Time. This continuous performance of the station between calls to the fliers will enable them to keep on the wave of the station regardless of speed or direction of their flight.

The first balloon will be released from San Antonio, Texas, at 5 p. m., Eastern Standard Time. There are seven entrants in the race. The balloons will be sent up at five minute intervals. They expect to drift northeast over Arkansas, Illinois, and if possible, into Canada.

A GOOD WEEK FOR DODGE AUTOMOBILES

Dodge Brothers have again established a new record for retail deliveries.

During the week ending April 5, 5,694 cars were placed in the hands of buyers by Dodge Brothers dealers. This exceeded the best previous week's deliveries by more than 100 cars. The former record was made the week of May 7th, 1923.

In making these figures public, Dodge Brothers emphasize the fact that they represent actual retail deliveries to users, not factory production. They have an accurate system which gives them a weekly check on the exact number of cars in transit, in dealer's stock and weekly deliveries to users. Deliveries to users, they point out, rather than production, is the real basis for judging business conditions.

Not only was the week of April 5th a record breaker, according to the factory's official figures, but the entire period dating from December 1, 1923, when the produc-

The Truth About this Light-Six—plus proof on proof

THIS Studebaker Light-Six is the supreme value in the "thousand-dollar" class.

It offers, not a few, but scores of advantages. In its chassis it represents the best that modern engineering knows. In its steels and quality of construction it is identical with the costliest cars we build.

This is to offer you proofs. Then urge that you see it before paying \$1,000 or more for a car.

Some evidence

The extra values which this car typifies have made Studebaker the largest builder of quality cars.

They have made these cars a sensation. Sales have almost trebled in three years. Last year 145,167 people paid \$201,000,000 for Studebaker cars.

The multiplying demand has forced an investment of \$50,000,000 in model plants and equipment. Of this, \$38,000,000 has been spent in the past five years, so the plants are up-to-date.

The engineering department which designs and superintends this Light-Six costs \$500,000 per year.

The machines which build it are modern and exact. 517 operations on this car are exact to 1/1000th of an inch. 122 operations are exact to one-half 1/1000th of an inch.

1,200 inspectors are employed to submit each car in the making to 32,000 inspections.

Infinite care

The steels are selected from 35 formulas, each one proved best by

years of test for its purpose. On some we pay the makers 15% premium to get them exactly right.

The crankshafts are machined on all surfaces, as was done in the Liberty Airplane Motors. This to give perfect motor balance, at an extra cost to us of \$600,000 yearly.

It has more Timken bearings than any other competitive car within \$1,500 of its price.

cars in this class called in auditors to compare the operating costs. They made comparisons on 329 cars, running up to 25,000 miles.

It was found that this Studebaker Light-Six cost for operation 11.4% less than the average of its rivals. This figure included depreciation. That meant \$207.50 saved on 25,000 miles. All because of this quality construction.

What it saves you

We build 150,000 cars yearly. All such major costs as engineering, dies, overhead, etc., are divided by 150,000.

We build in model plants, with modern machinery, which have immensely reduced the manufacturing costs.

A car like this, built under ordinary conditions, would cost you from \$200 to \$400 more.

Learn, for your own sake, what that means to you.

Send for the book

Mail us the coupon below. We will send you free our new book that will inform you on five simple things which reveal the value of a car. For instance: It will enable you to look at any car and tell whether it's been designed to meet a price or offer quality.

It will tell you why some cars rattle at 20,000 miles and others don't. It shows one single point in closed car which measures whether you're getting top or medium quality. The book is free—clip the coupon below.

\$1045



Studebaker Light-Six Scores of extra values

Built by the leader in the fine-car class. One of the cars for which people last year paid \$201,000,000.

Built in a model \$50,000,000 plant, producing 150,000 cars yearly. And saving you by quantity production from \$200 to \$400.

Built of the same steels, with the same care, as the costliest cars we make.

The car that saved 11.4% in operating cost under rivals. The car with 14 Timken bearings.

Mail coupon for book about it

The equipment is unusual. The cushions are of genuine leather, and are ten inches deep.

Every part and detail accords with Studebaker traditions. And the name Studebaker has for 72 years stood for quality and class.

Mark this result

Some men who operate fleets of

LIGHT-SIX			
5-Passenger	112-in. W. B.	40 H. P.	
Touring			\$1045
Roadster (3-Pass.)			1025
Coupe-Roadster (2-Pass.)			1195
Coupe (5-Pass.)			1395
Sedan			1485

SPECIAL-SIX			
5-Passenger	119-in. W. B.	50 H. P.	
Touring			\$1425
Roadster (2-Pass.)			1400
Coupe (5-Pass.)			1895
Sedan			1985

BIG-SIX			
7-Passenger	126-in. W. B.	60 H. P.	
Touring			\$2135
Speedster (5-Pass.)			1825
Coupe (5-Pass.)			2465
Sedan			2555

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

W. A. BURR & SONS
Central Garage—Roseburg

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES

tion of the present new types of Dodge Brothers cars began reaching large proportions, shows a tremendous gain in retail deliveries over the corresponding period of the previous year. The first quarter of 1924, in fact, was 21 per cent greater than the first quarter of 1923. Every week of this quarter was far ahead of the corresponding week of the year before.

Despite the great increase in production which makes these deliveries possible—Dodge Brothers are now building close to 1,000 cars a day—the stock of cars in dealers' hands, available for delivery to customers, is lower than ever before during any corresponding period since Dodge Brothers attained a real volume production.

Here on Business—

O. H. Runge of the Rose City Flour Mills of Portland is spending a few days in this city looking after business matters.

Here From the Coast—

C. G. Golder of North Bend, proprietor of the Golder's Auto Supply house, is spending several days in Roseburg attending to business matters. Mr. Golder is registered at the Terminal Hotel.

Expert Motor Overhauling

Cylinders Rebored and Honed Gives Power
Smoothness and Pulling Ability.

To save annoyance and delay just when you want to use your car, let us overhaul the motor.

We specialize in this line of work. Call us up for any repairing you may need done.

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We Stand Back of Our Work

Auto Accessories Chrysler and Maxwell Service

LET OUR EXPERTS OVERHAUL YOUR CAR

If you don't know your car and its complicated workings, you'll have a hopeless job on your hands trying to "fix" it. Come to this shop where only the best mechanics are employed and only the finest materials are used. You'll get satisfaction plus a very low price.

Accessories and Motor Parts, Valves, Rings and Bearings.

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STUDEBAKER, South Bend, Indiana

Please mail me your book, "Why You Can't Not Judge Value by Price."

