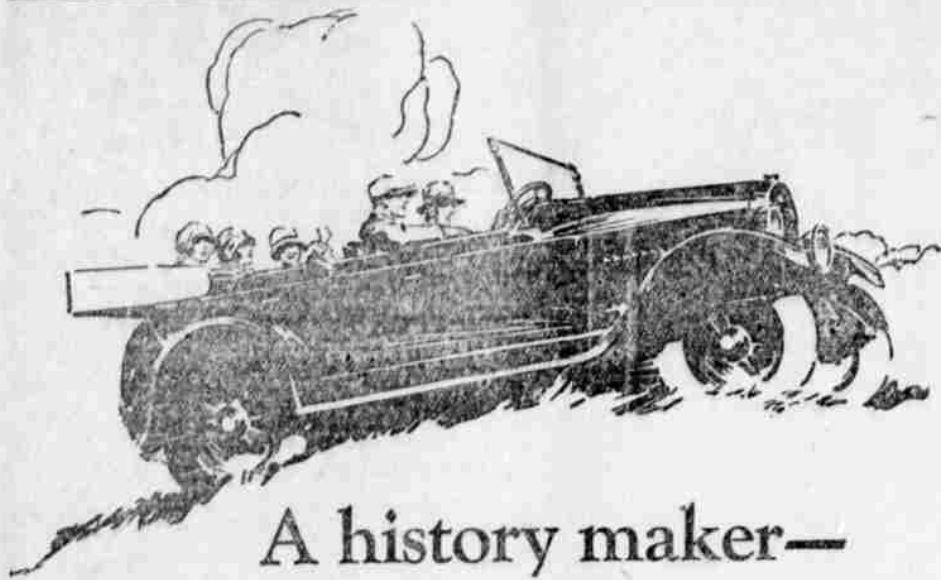


AUTOMOBILE SECTION



A history maker— and still the Leader!



The World's Largest
Producer of
Quality Automobiles

TOURING CAR
\$1045
f. o. b. factory

W. A. BURR & SONS
Central Garage, Roseburg, Oregon

THE STUDEBAKER Light-Six—a history maker—the first fine six-cylinder car under 3,000 pounds at a four-cylinder price.

A car with followers, imitators and adapters by the score—but with no rival in quality, popularity or sales volume. It is still the Leader!

A car built to fulfill the ideal of producing the greatest automobile value in the \$1,000 field—the car which started the stampede from fours to sixes.

A car with a specially designed offset valve motor of remarkable quietness, economy, freedom from vibration—and with tenacious resourcefulness of power on the hills, the straightaway and the pickup!

A car comfortable, roomy, good-looking, very easy to handle on the road, in traffic or in parking—long-lived, low in first cost and especially low in up-keep costs. The market's one best bargain for the man who wants all the car he can get at about \$1,000.

A car that is an investment, not an expense, because it can be bought on very liberal terms, sold or traded in at a very high resale value on a market always ready and waiting for a used Light-Six Studebaker—its popularity and demand as a used car are the most convincing evidence of its goodness as an automobile.

TEAR OFF THIS COUPON

and mail to STUDEBAKER, South Bend, Indiana, for interesting book, "Motor Car Values," which you should have.

Name _____
Address _____

NEW CHEVROLET TOURING DE LUXE

Automobile dealers throughout the country are reporting, it is said, an amazingly strong demand among motorists this Spring for color in cars, and special or sport equipment.

To meet this demand quickly, the Chevrolet Motor Company has added to its standard line of cars a new

model—the Touring De Luxe. Referring to this addition to the line, Mr. Ed Marsh, of the Ed Marsh Motor Company, says:

"The new Chevrolet Touring De Luxe is not only a smart looking car but the manufacturers have put really startling values into it. At its price it cannot be compared with anything approaching it in engineering quality, finish, special equipment and appearance."

"The chassis is identical with that of the powerful, economical standard Chevrolet Touring. The body is hand finished by Fisher in gray-blue, with cardinal triple striping, the steel disc wheels being given the same color treatment. It has special

gray top lining to harmonize with the finish, and ornamental door handles. The upholstery is in gray-blue whale grain Fabrikoid. Additional special equipment includes nickel-plated bumpers front and rear, plate glass windshield-wings, motor-operated and nickel-plated cap with bars, cow lamp, rubber-covered running boards with aluminum guard plates and steering wheel with lock and nickel-plated arms.

"The effect of the special finish and equipment is to give this car long lines, and the beauty and snap of a high-priced custom-made automobile, but with a much greater economical trade-in value because it is a standard Chevrolet."



Used Car SALE

Chevrolet Touring	\$45.00
Ford Chassis	\$35.00
1919 Ford Chassis	\$85.00
1918 Ford Touring	\$80.00
1918 Ford Touring, special body.	Fords all kinds at lowest prices.
2 Coupes, newly painted.	
Chalmers Six Touring	\$85.00
Buick Six Touring	\$135.00
Studebaker Six Touring	\$110.00
Buick Four Touring	\$125.00
Allen Touring, good buy.	
Buick Six Roadster.	

C. A. LOCKWOOD MOTOR COMPANY
ROSEBURG

ADVERTISING CUTS COST TO CONSUMER

WASHINGTON, June 11.—An interesting endorsement of newspaper advertising as an important medium for creating a demand for new or improved products was recently given by Harvey S. Firestone in an interview with a Washington newspaper man who talked with the tire manufacturer when he was in Washington en route to Akron after a sojourn in his winter home in Miami Beach, Fla.

"Advertising invariably lowers the cost of goods if they are dependable goods," Mr. Firestone said. "You must have a product of quality, something of real value."

"You must manufacture something the public needs. You must have something that is worth what you ask for it. You must have confidence in your product, and implicit faith in your confidence."

"I know that in some minds the idea prevails that advertising is an extra item added to the cost of a product—making that product cost more. Were that theory right, the whole scheme of advertising would vanish like the mist before the blazing sun. To be more emphatic, advertising never would have existed."

Lincoln Hit the Nail.
"When Abe Lincoln made that little speech about fooling the people and closed with saying, 'You can't fool all the people all the time,' he hit the nail on the head."

"If we build an expensive plant, installing proper machinery and labor, and manufacture only 50 tires a day, what will be the cost of those tires? The price would be prohibitive. On the other hand, if we create a demand that enables us to manufacture thousands of tires and tubes daily, we are then able to price those tires in direct inverse ratio to quantity."

Overhead the Same.
"For example, let us take our plants at Akron. We have a certain investment in buildings and equipment. We have a factory force. Let us say we make 10,000 tires and 10,000 tubes daily with one factory shift. If we create a demand for 20,000 tires and 20,000 tubes a day, we simply add another shift. We have doubled our labor costs, but the fixed charges, or overhead expenses as it is termed are not doubled."

"There is practically no increase in that particular. Production costs are greatly reduced."

"The only way to increase production and to lower its cost is to increase the market for the goods—and the only economical way to do it is by advertising."

"That's the reason we have been running full page advertisements regarding our balloon tires in the newspapers, and that's why that same advertisement appeared in the big daily papers of the country, from coast to coast."

Autos Confined to Rich.

In England the automobile is confined to the rich. The great middle class—people of moderate means—resort to the motorcycle, which costs about the same as the cheaper American cars. On Saturday afternoons and Sundays English roads are full of these motorcycles, equipped with sidecars, frequently containing father, mother and two children.

STUDEBAKER RACER WILL TRY FOR MONEY

ALTOONA, Pa., June 11.—Earl Cooper, sensational winner of second place in the recent Indianapolis Speedway classic with his Studebaker Special, has arrived here and gone into training for the second annual international championship race on Wing Day, June 14.

Paul Shuey, general manager of the Altoona board oval, went all the way to Indianapolis to persuade Cooper to race for the \$25,000 purse in the big 250-mile meet.

The Altoona track is known as the world's fastest course. Drivers must qualify at a speed of at least 100 miles an hour. The Studebaker Special's place in the 500-mile distance in Indianapolis in 5:06.47.18 time, at an average of 87.27 miles an hour. Jimmy Murphy made a record in 1922 when he did it in 4:48 miles an hour.

Cooper led most of the race at Indianapolis, jockeying at times with Murphy. It was when he was past the 125 mile post that the trouble began. Murphy and Joe Boyer moved ahead in a dash. Even then, the speed merchant Cooper, finished second with less than a lap behind the winner.

But his luck changed at Indianapolis on Decoration Day. The superlatives were said it was brought about by the eye-lashes of letters and good luck message sent him by feminine racing fans from all over the country. Cooper went out worried \$300 for some one to be his "Lady Luck." And nearly 1,000 girls volunteered to inspire him to victory.

"My Studebaker Special emerged from the Indianapolis race in perfect condition," he said today. "It did the 500 miles without missing a beat of the engine. I could have gone on other race with it immediately."

CONSTANTLY IMPROVED BUT NO YEARLY MODELS

Dodge Brothers Motor Car retains its basic design year after year.

Improvements are made constantly, but there are no radical, annual changes.

This policy protects owners from the rapid depreciation-loss which invariably attends the periodic announcement of new types.

It also enables Dodge Brothers to effect an appreciable saving in manufacture; and this saving is faithfully returned to the buyer in the form of surplus value.

Touring Car \$895 f. o. b. Detroit, \$1075 Roseburg

J. O. Newland & Son
Dodge Brothers Dealers, Roseburg



Cooper, says the clockers at the track here, is driving faster than he used to. They say he is "heavy footed," and that his Studebaker Special promises to hang up some new records in automobile racing before the season ends.

TRY THIS WHEN FOG IS THICK.

When you meet with a fog so dense that the glare of the headlights reflects back like a white blanket and the dimmed lights alone are not enough to show the grass edge of the road, a slight improvement can be made by throwing the headlight bulbs slightly out of focus.

Instead of concentrating the beams to attain a sharp, penetrating light, adjust to obtain a shallow flaring, spreading beam, which will show up the side of the road and do away with much of the glare back from the impenetrable fog bank. — Automobile Digest.



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CYLINDER REBORING AND HONING
Experienced Mechanics and Adequate Equipment ensure
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Car Washing and Greasing STORAGE

Cars Washed, \$1 and up. Cars Greased 75c and up.
Bargains in all New and Used Tires.

Used Cars at Your Own Terms

Gasoline, Oils and Accessories. Buy from me and same money.
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