

# DODGE BROTHERS

SPECIAL  
TYPE-A SEDAN

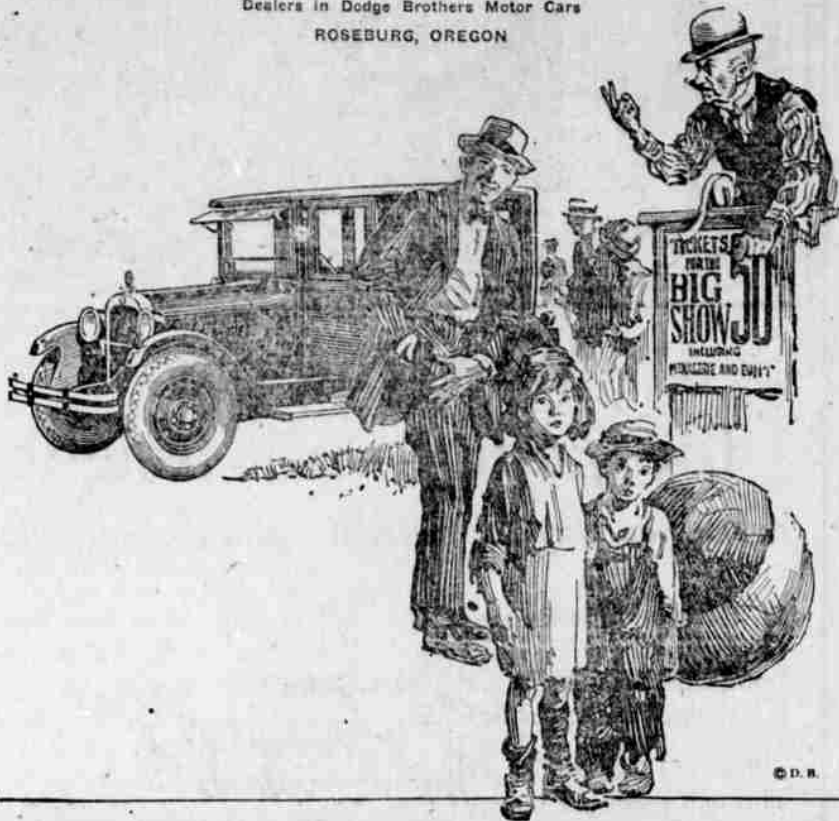
Its beauty is particularly appealing because it distinguishes a vehicle of sturdy worth.

You are afforded the satisfaction of driving a car that actually lives up to its smart appearance.

Five Balloon Tires

J. O. NEWLAND & SON

Dealers in Dodge Brothers Motor Cars  
ROSEBURG, OREGON



## CHEVROLET HELPS IN UPKEEP OF CAR

(By R. H. Grant, General Sales Manager, Chevrolet Motor Co.)

A great deal has been said about rendering proper service on automobiles to owners. As a result of the many articles that have been written on this subject, there has been a constant improvement in automobile service. However, "Actions speak louder than words," and the Chevrolet Motor company, in its attempt to get rapid action towards the betterment of service, decided not only to lay down policies, but to spend money in assisting dealers by practical work on how they could actually render better service to their customers.

In order to do this, a year ago last August the Chevrolet Motor company planned a campaign with its dealer organization and service stations to arrange their shops, equipment and personnel along lines that would actually give the type of service that every automobile owner desires. To accomplish this with our large dealer organization, consisting of approximately 6500 dealers, it was necessary to train a special service promotion representative and an assistant in each Chevrolet zone territory, whose primary duty was to go into every Chevrolet dealer's service station and remain there long enough to put into effect the methods suggested by the Chevrolet Motor company.

Another very important duty of the Chevrolet service promotion representative is to train the service men in the dealer's organization not only in the proper use of the special tool, equipment and in the handling of the repair work, but also in the manner in which they should contact with the car owners.

A record is kept of the activities of the Chevrolet service promotion representatives, so that when these men once start working on a dealer's service station, they are not given a release on this work until their record indicates that everything has been taken care of and the job has been completed 100%.

It is the expectation, from what has already been accomplished, to place every Chevrolet service station in a position to give quick service to its customers; quote reasonable prices before starting the work; and to insure satisfactory repair work to the car owner.

## STUDEBAKER NEW PRICE ANNOUNCED

Studebaker last week announced reduced prices on all models. Reductions range from \$50 to \$105. The new prices include all regular equipment on standard six, special six and big six models, except that bumpers, extra tire, cover and motorometer are no longer furnished on big sixes.

"In reducing prices, we are advised by our factory that all previous production records are being smashed and, since large production means lower cost, the factory is able to pass a reduction on to the consumer. The mark down has to do particularly with our closed models and ranges from \$40 to \$45 off," said Earl Burr, of W. A. Burr and Sons.

"We are stressing the fact that these Studebaker models, which now carry the new lower prices are the same cars we have been selling throughout this season. There are improvements and refinements here and there, but the quality remains the same. We are not bringing out a cheapened line of closed cars to sell at lower prices."

"There has been no change in prices on our standard six duplex roadsters and phantoms, these selling at \$1369 and \$1285 respectively. Our standard six coach is reduced \$110, now selling at \$1435 in Portland, while the standard six sedan carried an

equal reduction to sell at \$1765. All the special six models are reduced, the coach and sedan receiving the biggest slash when they were reduced \$140 and \$165 respectively.

"The greatest saving comes in the new prices on all our big six models. In the case of our big six coupe there is a reduction of \$140, bringing the new price down to \$2285 in Portland. The big six sedan now sells here at \$2295, while the brougham is quoted at \$2545."

## MORE FORDS BUILT AND SOLD IN JULY

DETROIT, Aug. 6. — During the month just ended the Ford Motor Company did a record July business in every division. It was today announced at the Highland Park general offices. Domestic sales of Ford cars and trucks totaled 169,726 in July, exceeding by 6,182 those of a year ago. Sales of Fordson tractors were more than 2,300 greater than last year and 207 more Lincoln cars were delivered to customers during the month than in the previous July.

On the basis of Branch reports received early in July the Company anticipated an increased volume of business and while it predicted that summer buying would rise to a higher level than usual, the demand for all Ford products during the month exceeded expectations.

The outlook is for increasing business in August. One of the chief indications of this appears in Agricultural sections of the country, where farmers are coming in the market in rapidly growing number. Evidence of this is found in the remarkable sales of Fordson tractors during July.

## BALLOON TIRES NEED WEEKLY TESTS.

To preserve the proper degree of inflation of balloon tires, it is recommended that the pressure be tested at least once a week with a low-pressure gauge. Keep the combination valve cap and dust cap firmly screwed down, using the band, not pliers.

## Boyce-ite!

The Super-Fuel COSTS NOTHING for IT SAVES more than it costs

L. G. DEVANEY  
406 W. Cass Phone 84

## 1917 VELIE

With starting and lighting system, good condition. You may trade in your old Ford. Also 1920 Ford with starting and lighting system for sale or trade.

UNION GARAGE  
Ford Service

# \$850

for the ESSEX COACH  
*Freight and Tax Extra*

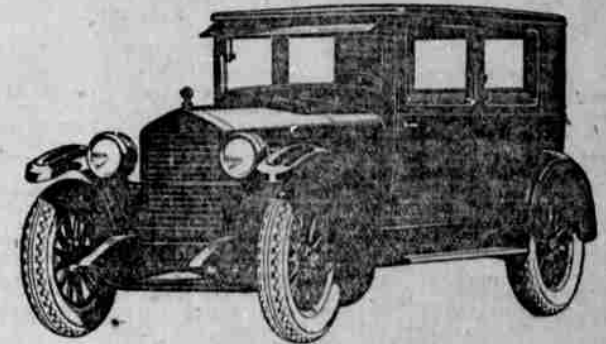
## Never Before a Value Like This

The largest sales of 6-cylinder cars simply reflects the general recognition of greatest car value.

But it is important to note how this position of leadership gives Essex advantages in continually improving value to the buyer—because of volume economy, and because of the utmost refinement of workmanship through concentration on practically one model—the Coach.

Built on the famous Super-Six principle, the patents which account for Hudson's famous reliability, brilliant performance and long life, are responsible for the same qualities in Essex. It is the easiest riding and steering Essex ever built—the finest in performance, appearance and workmanship. We believe it is the most economical car in the world to own and operate.

Now it holds the greatest price advantage with the finest quality Essex ever offered.



Hudson-Essex World's Largest Selling 6-Cylinder Cars

ROY CATCHING MOTOR COMPANY  
Show Rooms and Service Station New Location 125 N. Rose  
Phone 438 Wrecking Car—General Auto Repairing

# Thousands are now Earning Star Cars

and will get them practically FREE!

# You too can earn your Star Car!

Famous overnight as a big, generous, bonafide offer (never before put forth by any motor car organization)—the Star Gold Certificate Save and Earn Plan is attracting thousands of participants. Big, whole-hearted response from 100% ambitious people.

### You Are Next!

Join now—paying as much actual cash as suits you!

Now here's the first step—and do it now: GO TO YOUR DEALER FOR FULL DETAILS. YOUR STAR DEALER has every rule and helpful suggestion of this handsome offer waiting for you in a simple, understandable booklet. He will enroll you and explain the popular, generous plan.

The Plan is devised by one of America's master automobile executives to help those who have the pep and courage to help themselves. Positively—you will be startled into action at once when your dealer tells you all about this Star Gold Certificate Plan!

### See Your Dealer!

Go now—don't wait. See him for full details right away!

## STAR GOLD CERTIFICATE SAVE AND EARN PLAN—



Rapp Brothers  
STAR DEALERS

Cor. Cass and Pine Roseburg, Ore.

# Coming

Greater Beauty - Finer Performance  
Lower Price!

—in the latest Oldsmobile which incorporates new developments in engineering and design. See next Sunday's papers.

## OLDSMOBILE SIX

Klecker-Amort Co.

439 Jackson St. Phone 593 Roseburg, Oregon

## \$1095—makes this Overland Six the greatest of all motor car values

Beautiful high lustrous finish in two tones and black. Nickel radiator, fine Velour upholstery, four doors, balloon tires, 38 real horse power, 112 3/4 inch wheel base.

also  
The Standard Sedan \$895  
all fully equipped  
Prices f. o. b. Toledo

You can pass a real opinion on this remarkable car only after you have driven it yourself. Then you will realize that it is the outstanding value of the year—more real car for your money than you have ever thought possible.

THE NEW PRICES—on the De Luxe and Standard Sedan models—make it a matter of good business for you to investigate—come in for a demonstration today.

# OVERLAND SIX

## WELLS & CHASE

Overland Dealers—Accessories Phone 399 317 North Jackson Street