



Dollar for Dollar

The price of DODGE BROTHERS MOTOR CAR is a genuine index of its value.

Enabled, by their vast resources, to finance themselves—

Selling direct through dealer to purchaser—

Adding nothing to the price of the car to support a free service policy—

Concentrating on one chassis for their complete line—

Eliminating the overhead involved in furnishing many body types with special finishes.

DODGE BROTHERS are actually able to conserve several hundreds of dollars in the manufacture and sale of each car.

This saving is not only reflected in the price; it is returned to the product itself, and in this way passed on to the purchaser—a dollar's worth worth of motor car for every dollar invested.

B. F. Whiting

DODGE BROTHERS DEALER

Phone 10-J

354 Second Street

Buy Your Tires

from a

Firestone DEALER

At the Latest Prices—The Lowest in History

You will find the Firestone Dealer one of the stable business men of your community. He offers a clean, fresh stock, backed by a well organized service. He wants you as a permanent customer.

That is the reason he sells Firestone tires. He knows and has plenty of proof that they are the best tires on the market. He can give you the greatest value and thereby retain your trade for years.

Every day you find new proof of this unequalled value. On the 15th of this month, Firestone Tires set two new dirt track records at Syracuse when Tommy Milton alid around four turns at every mile and covered the 100 miles in 75 minutes, 33 hundredths seconds. He also established a new world's record for one mile by covering it in 42 and 28 hundredths seconds. The next four cars to finish were also equipped with Firestone Gum-Dipped Cords. Each one of them

went the entire race without a stop. This and every other important race this year was won on Firestone Gum-Dipped Cords and Steam-Welded Tubes. Such performance gives you conclusive proof of their strength and durability.

Not only do race drivers use Firestone Tires as protection to their lives and the surest way to victory, but the largest tire buyers in the world insist on and buy Firestone Tires for economy and service. These buyers include the leading car manufacturers, the biggest commercial car operators and the taxicab and motorbus operators. 57,639,714 tire miles were sold to taxicab and motorbus operators in the month of August.

Think this over. You cannot afford to accept anything less than Firestone service and economy. You can buy this service and economy from any of the dealers listed below.

E. F. SANGUINETTI
Hardware Department

Main Street and Second Street.

Phone 205

America Should Produce Its Own Rubber

Automotive Section

NIFTY AUTO LICENSE PLATES FOR ARIZONA

Plates Differ From Those of 1923 in Arrangement of Vertical Column 'Ariz. 23.'

Arizona's motor vehicle license plates for 1924 will be about the prettiest the state has had, according to the promise recently made in Phoenix by Secretary of State J. H. Kerby.

The background of the plate is dark blue, selected because it will go well with a car of any color, and the figures are white. The colors reverse those of the 1923 plate, which carried light blue figures on a background of white.

The plate also differs from the 1923 plate in the arrangement of the vertical column. "Ariz. 23" instead of the 1923 arrangement, the figures "24" will be on top of the column above the abbreviation "Ariz." This is done, Mr. Kerby said, to forestall any thrifty, ingenious owner who might try to convert his 1923 plate into one for 1924.

More than 100,000 plates will be ordered, in fact. 53,865 pairs of plates will be available for distribution early in November. The plates have been purchased at a cost of 15¢ cents, delivered to the various assessors. The state will be able to get 20,000 additional pairs at the same price if the supply now ordered should be exhausted.

The order anticipates a minimum increase of 10 per cent in the number of automobiles owned in Arizona during the next year. The increase for 1923 will be 15 per cent, so that the contract for 1924 together with the extra ordering privilege, will care for all needs. At the same time, the number already ordered and for which the state must pay, probably will all be called for so that the state will suffer no loss because of too high an estimate.

In each county, the lowest number of any plate will be 100. Thus, in Yuma county, the lowest number to be issued will be 2-100. The plates ordered include 51,500 owners' plates, 500 dealers' plates, 45 motorcycle and probably 1,000 city, county and state plates.

WHITING LOOKS FOR NEW SHIPMENT OF DODGE CARS

B. F. Whiting, local Dodge dealer, is expecting to receive a new shipment of Dodge cars within a few days. The new 1924 Dodge is proving so popular that agencies are finding it difficult to supply the demand. Whiting stated this week that his allotment of cars for the next twelve months had been trimmed to sixty and that he is trying to get the quota raised, as this probably will not be sufficient to supply the demand.

BOOK MANY ORDERS IN YUMA FOR NEW STYLE STUDEBAKER

"Several orders booked and a carload of Studebakers on the way," is the word by Ed. Keller, of Claude C. Sharpsteen's Studebaker agency, at the old Virgil Sag's show rooms. Mr. Sharpsteen, who recently took over the Studebaker agency,

has started his advertising campaign and is already booking orders for the 1924 Studebaker light-six and Special Six, both of which are two of the most beautiful standard cars on the market this year.

DUNBAR SAYS CHEVROLETS SELLING FAST ALL OVER U. S.

Chevrolets are selling fast all over the country, according to Clarence C. Dunbar, who recently contracted for delivery here of 160 Chevrolets here during the next twelve months. Dunbar stated this week that he is keeping ahead of the periodical shipments and if the year proves as prosperous as indications not point to, some of his friends believe he will over-sell the mark he has set to accomplish.

WAITING FOR CARS, MILLER CO. IS RESTING ON ITS OARS

Miller Motor Company was resting on its laurels this week awaiting cars. The company was completely sold out of Maxwells in all sport and standard models; they were sold out of Chandlers and they were sold out of Jewetts. A new shipment of Maxwells is expected momentarily. Unreported sales of the company for the week include a new Chandler to H. F. Connor; a standard Maxwell to Percy Colton, and a Jewett to L. D. Shirley.

MANY COME TO VIEW BUICKS. TALK OF AUTOMOBILE WORLD

Businessman, merchant, professional, farmer and layman alike, form a continuous stream of visitors at Sanguinetti's Buick agency to see the new four-wheel Buicks which are the talk of the automotive world this fall.

With a splendid line of cars on display the agency is proving a popular place with Yumans who are interested in getting new cars this year.

Besides the four-wheel brake improvement, the Buick also contains a number of other novel and modern improvements.

PLAYING A FULL HOUSE AT EIGHTH STREET GARAGE

Bert Stovall, with two mechanics to help him, is playing a full house at his Eighth street garage. Bert recently bought the garage from Clarence Dunbar and his repair work reached such a volume that he had to send an S. O. S. call to Texas for two additional mechanics.

NEW MODEL OVERLAND HERE

The Main Motor company, local Overland and Willys-Knight dealers, have received one of the new 1924 model Overlands, which embody many important improvements, the principal one being a larger engine, greater power and easier riding comfort.

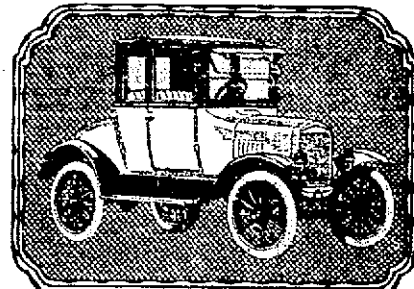
A carload of the cars will arrive here within a few days, the management said yesterday. The new model can now be seen on display at the Main Motor show rooms on Main street.

WINN HAS 2 CARLOADS NEW FORDS ON WAY TO YUMA

Business is good with the W. M. Winn Motor company. Almost sold completely out of all Ford models the firm has two solid carloads of new models on the way, which are expected here any day. The Winn agency, like others here, reports business decidedly better and conditions looking toward a great era of prosperity.

SOMERTON MAYOR HEARD FROM

John Lunahan has been heard from again, as Mrs. D. S. Butler was the dinner guest of his daughter but a few days ago. The Mayor is planning a speedy return to Gadsden and in the meantime listening to the squeaking and other messages which come over the radio. John says that he sees by the papers that Gadsden is getting along even without its mayor.



New Coupe

An entirely new body design lends distinction in appearance, adds measurably to individual comfort, and provides greater convenience in the new Ford Coupe.

Streamline body, windshield visor, and nicked fittings make this new Coupe highly attractive. Deeply cushioned seats, improved interior arrangement, and cowl ventilator provide increased comfort.

Wide doors that open forward, revolving type window lifters, enlarged rear compartment and a recess shelf for parcels, back of the seat make for greater convenience.

See the new Ford Coupe and other body types at your Nearest Ford Dealer's showroom.

W. M. WINN
AUTHORIZED DEALER

Ford
CARS · TRUCKS · TRACTORS



LET
GEORGE
DO IT

We Can Fix It!

When your engine begins to sputter, is missing or your car lacks its usual power and pep—drive it in and let us give it the once over.

No matter what trouble you are having with your car, we know how to fix it. Some slight adjustment may be all that is necessary—but whatever the trouble, we will tell you what it is and how much it will cost before starting the work.

—We Guarantee Satisfaction—

Drive your car in for gasoline, oil and accessories. We do all kinds of modern servicing.

C. & R. Garage
GEO. ROBINSON and PHIL COFFEEN

(Formerly Cooper's Garage)
Third Street at Ninth Avenue

OVERLAND

WITH LARGER AND MORE POWERFUL MOTOR

Willys - Knight

WITH THE WORLD'S FAMOUS MOTOR

NEW LOW PRICES

FOR YUMA

Overland Touring	- - - -	\$645.00
Overland Sedan	- - - -	\$975.00
Willys Knight Touring	- - - -	\$1410.00
Willys Knight Sedan	- - - -	\$1805.00

MAIN MOTOR SUPPLY CO.