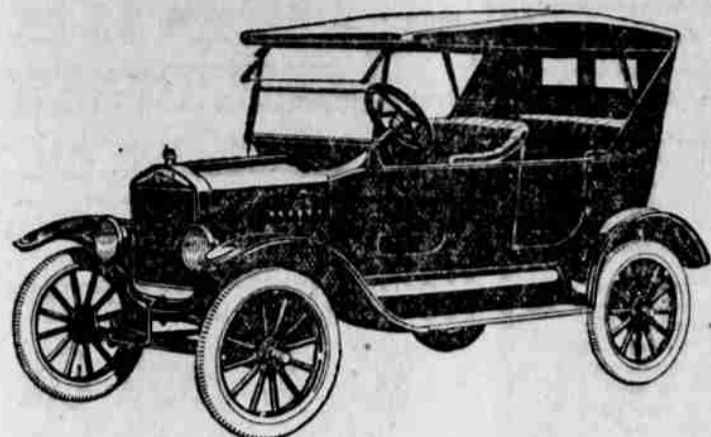


AUTOMOBILE NEWS



Every Motoring Need At Lowest Cost

The Ford Touring Car meets every motoring requirement at the lowest possible cost. It is sturdy, dependable, long lived; easy to drive; convenient to park—and possesses the highest resale value in proportion to list price, of any car built.

Ford Motor Company
Detroit, Michigan

The Touring Car
\$295

F. O. B. Detroit
Demountable Rims
and Starter \$35 extra

Runabout \$265 Coupe \$325 Tudor Sedan \$390
Fordor Sedan \$685 All prices f. o. b. Detroit

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FORD DEALERS



You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

STAR COMPETES IN 4-WHEEL BRAKE TEST

The highest form of compliment is paid the Star Motor Company of California by the Rickenbacker Motor Company of Detroit, Mich., in a six hundred word telegram reaching Oakland Friday, accepting Star's defiant answer to the open challenge broadcast three weeks ago by Rickenbacker to all cars, both two wheel and four wheel brake jobs, to deceleration, or braking tests.

It is now certain that the motoring public of America is to be treated to a real comparative test between automobile manufacturers, over the burning question that has sounded from one end of the country to the other, regarding the equipment of many cars with four wheel brakes.

Rickenbacker's original challenge was not definitely clear as to just what type of contest was desired, but the Star Motor Company of California, drafting an answer to the Rickenbacker wire, stated that it was accepting all of the terms of the contest imposed by Rickenbacker officials, stipulating only that if, after sixty days grace, other automobile manufacturers have not entered the "fight," then a definite comparative test will be arranged for, as soon as possible, between Star and Rickenbacker after July 1, 1924.

The terms offered by the Rickenbacker Motor Company are briefly these, according to the telegram to DeVaux: that the tests will be checked by public officials and newspaper men, and by the American Automobile Association, as planned by DeVaux, but that an official test also be made by the United States Bureau of Standards, with a decelerometer, an instrument that will show up "trick driving" in any form.

Rickenbacker company says that it had "hoped other manufacturers would enter the contest," and inferred that they were certainly not looking for an answer to their challenge from Star, or a car in its price class.

Rickenbacker is willing that the contest, or test, be held any time or place, and urge the Star executives to see if they cannot "coax or coerce" any other or all makers of two and four wheel brake cars to enter the test.

"Regardless of who wins," the wire continues, "The test will prove that there are certain to be more accidents, due to insufficient braking, among the light cars with two wheel brakes, because they are so many in number." Weight of the car certainly makes no difference, they state. Rickenbacker's intention is obviously to prove that all cars must eventually be equipped with four-wheel brakes.

There is unbounded admiration for Star "spunk" in the answer of Rickenbacker.

"Certainly," it says, "have the police supervision, and the newspapermen, in the interest of the public, and the A. A. A. and the Bureau of Standards to take the official decelerometer readings for the public."

WILLYS ANNOUNCES PRICE REDUCTIONS

No better indication of the increased demand for Willys-Knight and Overland closed cars during the current winter can be given than the announcement from Willys-Overland headquarters that prices on two of its most popular enclosed types have been slashed as a result of a factory output in excess of all original anticipations.

According to the announcement the price reduction affects the Overland Champion model, which has been reduced to \$455 from \$635, a cut of \$180, while the Willys-Knight standard sedan has been reduced \$100 to \$1495. All these are Toledo

four months of the present year. Lincoln Sales showed an increase of approximately 35 per cent over the same period a year ago, the company says.

While the sales figures of the company graphically illustrate the constantly growing popularity of all Ford products, they likewise present an optimistic business outlook.

A review of the sales records shows that for two years retail deliveries of Ford cars and trucks in the United States have exceeded 100,000 a month, the company says, while for nine of the months during the past year sales were well over the 150,000 mark, and the big demand during March and April this year carried sales for each of those months considerably over 200,000.

Despite late spring weather in many sections, the demand for Fordson Tractors for agricultural use continue to grow, while a noticeable increase in the percentage of Fordsons going into industrial use is accepted as reflecting general prosperous conditions.

Analysis of the sales reports received from its various branches, the company says, indicates an increased volume of business for May.

STAR THE 27 FEATURE CAR



Sunday in the Hills

AN early start—happy faces—lunch in the hamper—then off for the winding trail to happiness—in your new STAR CAR.

To sylvan glades and mountain crests, the new STAR CAR—with four-wheel brakes—takes you quickly and comfortably, for the STAR CAR is built to give the maximum of motor satisfaction to the family of modest income.

Its beauty of line plus its faultless mechanical performance—due to its 27 Feature Reasons—make the STAR CAR not only the ideal family car, but the lowest priced high grade car in the world.

Prices of Models
Here—Tax and Freight Paid
Roadster . . . \$662
Touring Car . . . 667
Coupe 846
Special Sedan 1076

Touring Car
\$525
L. o. b. Lansing, Mich.

The Star Car

FOUR WHEEL BRAKES

RAPP BROTHERS

Douglas County Distributors

Drain Garage

Sutherland Garage

PROPER REPAIRS Prevent Trouble
After our Mechanics go over your Motor, you need not worry—the car will purr along just like she was brand new.

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WE STAND BEHIND OUR WORK

STEPHENS AUTO COMPANY

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AS GOOD AS NEW
if repaired by us!

Master Mechanics do all of the work—that's one of the reasons. All classes of work quickly done.

OAK STREET GARAGE

C. W. LAWSON, Prop.

Oak and Stephens Sts.

FORD SALES SHOW TREMENDOUS GAIN

DETROIT, Michigan, May 21.—Retail sales of Ford cars and trucks in the United States rose to 211,410 during April, a substantial increase over the record-breaking deliveries of March, the Ford Motor Company announced here today.

At the same time, it was stated which had been steadily increasing since the first of the year, exceeded 12,000 in April.

Further, in the high-priced car field, sales of Lincoln cars, which are produced by a division of the Ford Motor Company, reached a new monthly record with a total of 762 retail deliveries. During the first

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Auto Wrecking House

329 N. Main St.

if not it is sure worth your time to come and see what we have got. We have the most up to date wrecking house from Portland to San Francisco.

Phone 553

factory prices. Accompanying the announcement is a brief statement from John N. Willys, president of Willys-Overland, setting for the reasons for this remarkable action:

"January and February production has exceeded all expectations. During the first month of the new year we manufactured 22,948 cars, more than double the output of a year ago. In February we maintained an average shipping record of more than a thousand cars daily, closing the month with total shipments of 22,136.

"This remarkable increase in demand has stepped up production to a point where our production costs per car have been lessened. In the case of the Overland Champion, for example, we find that we are able to maintain its position as the lowest priced enclosed car on the market, with doors front and rear, because of the tremendous demand that has ensued since the original announcement of this model last fall. We have stepped up our schedule on this model and even now are unable to cope satisfactorily with our dealer's demands."

"In no single year of the industry has the sale of all-weather models advanced so rapidly as it has during the past six months. Our plants have been fairly swamped with orders for this type. The result has been an increase in proportionate production, with a corresponding decrease in production costs, in which we are desirous of allowing the public to participate."

Business Expanding—

With the completion of the Newland building on Stephens street, W. R. Brown, who conducts an automotive electrical shop at Pine and Oak Streets, will move his establishment to the new place. Mr. Brown will add new machinery and electrical appliances, and when he gets the plant set up will have one of the finest shops of the kind in the state. H. L. Boucock, who also occupies part of the building at Pine and Oak, will move the Auto Electrical Station and Willard service at the same time, and will establish his battery station in the new Newland building. Mr. Boucock has a complete plant. These two industrial concerns both have a well established business, and in the new location their field of service will broaden considerably.

Kills Rattlesnake—

While hunting up Parrott Creek Sunday, L. F. Langenberg killed a rattlesnake having four rattles and a button. Mr. Langenberg has killed several rattlers in that vicinity and

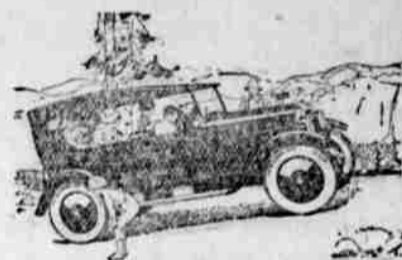
claims that there are a large number of them there.

Visiting Parents—

W. E. Belt, who has been teaching school at Wheeler, Oregon, has arrived in Roseburg to spend the summer at the home of his parents, Dr. and Mrs. W. C. Belt. He has been employed to teach in the Myrtle Creek high school next year.

To Visit Parents—

Miss Myrtle Weatherford who has been attending the high school in Roseburg during the winter left this morning for Riddle where she will visit with her parents Mr. and Mrs. M. C. Weatherford for several weeks.



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BLUE BIRD

World's Lowest Priced Car
With Balloon Tires Standard

It's here now. Come in!

\$725

DISC WHEELS \$25 EXTRA—F. O. B. TOLEDO

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