

AUTOMOBILE SECTION

DODGE BROTHERS SPECIAL MOTOR CARS

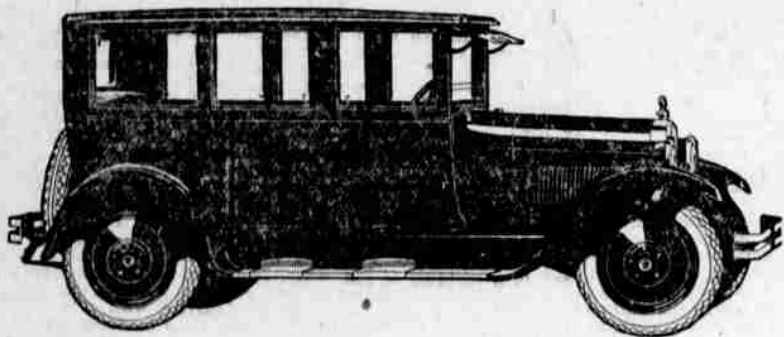
These cars represent Dodge Brothers finest achievement in the creation of genuine motor car beauty.

Identical with the standard product in fundamental design, they are individualized by extensive extra equipment.

They are available in four popular types: The Touring Car, Roadster, Type-A Sedan and 4-Passenger Coupe.

J. O. Newland & Son

Dodge Brothers Dealers, Roseburg



AUTO PUBLICITY IS IS NOW A REAL ART

SAN FRANCISCO, June 25.—Besides being a big business booster and sales stimulant, advertising has become an art. This is especially true in connection with window displays where art and color schemes play a very important part, declares R. A. Smith of the Anderson-Smith Motor Company, Chevrolet distributors.

"A window which is typical of these high standards set in window display is being operated by the Chevrolet Motor Company in its New York sales rooms," says Smith. "This Broadway window contains a display entitled: 'Man's Conquest of Time,' in which there is a life-size figure of a cave man on the edge of a cliff looking out upon a modern city with skyscrapers, elevated railroads, surface cars, automobiles, airplanes and dirigibles—the idea being to visualize the progress that has been made in transportation since the time of prehistoric man."

"A Chevrolet coupe is placed in the foreground of the window," continues Smith. "Part of the background is taken up with a moving picture screen in the form of a bill board in a ten-inch shadow box. In a concealed position in the window there is a portable motion picture projector which throws onto the screen the Chevrolet Motor Company's two-reel film 'Man's Conquest of Time.'"

"The film cannot be successfully operated in the day time, but the night crowds on the sidewalk are very large. Thousands of people saw it the first night it was run, the showing being continuously repeated from 7:30 to 11:30 p. m."

"This constitutes a unique combination of modern elements in window displays that carry a story and a selling idea."

35,000 STAR CARS IS MARK REACHED

OAKLAND, June 25.—In production not quite twenty months, but rapidly nearing the time when the thirty-five thousandth car will have been turned out, the Oakland factory of the Star Motor Company of California is setting one of the most remarkable production records that the automotive industry has ever known.

Announcement that the 35,000 car figure will shortly be reached came from the offices of Norman De Vaux, president of the Star Western organization, yesterday. It has been broadcast to Star dealers and to the automobile trade in the west generally, with great optimism.

Rapid Strides

The Star Motor Company, one of the youngest in the business, has been making rapid strides ever since it started operations in its Oakland factory. In the first year of production the figure reached over the 20,000 mark.

This year, with improving business conditions all over the western territory, as noted particularly during the month of May and the first few weeks of June, it is expected that production will be on the upward grade for the better part of the rest of this year.

Citing several specific instances, outstanding among the sales records that have been set by many Star dealers, De Vaux pointed out Sacramento county which, during the month of May, placed second among sales of all cars, and experienced its greatest month in Star business.

THOUSANDS ENTER SLOGAN CONTEST

OAKLAND, Calif., June 25.—with some twenty thousand suggestions in so far the contest started by the Star Motor Company of California, for a slogan for the new improved Star car, every indication is that there will be approximately fifty thousand for the judges to choose between when the contest closes July 1.

President Norman De Vaux of the Star factory organization in Oakland, expressed the thought yesterday that with but little more than three weeks in which to send in their suggestions for the new Star slogan, the flow of answers in the contest is setting much heavier than it was during the first weeks after the original announcement was made.

The contest is open to every one and any one. A limit of three has been placed on the number of slogans that any one participant can suggest, with the only qualifying points a visit to the local Star dealer to procure an official entry blank.



When you need more room—it is there!



The World's Largest
Producer of
Quality Automobiles

THE Big-Six Touring is a seven-passenger car—not merely a seven-passenger body mounted on a five-passenger chassis.

It was designed and built for seven-passenger service—with a motor of ample power and stamina for seven-passenger satisfaction.

Then, too, with the auxiliary seats folded away, the Big-Six becomes the most desirable five-passenger car in which you have ridden, with room enough for all the luggage you will ever need.

Big-Six appearance is attractive, distinctive, and in good taste. Its performance, acceleration, flexibility and

dependability are known and respected the world over.

No car, regardless of price, surpasses it in quality or completeness of equipment.

If a smaller manufacturer or assembler were to build the Big-Six—of equal quality and workmanship—his price would be \$3,500—plus more.

But Big-Six overhead is distributed over six times as many units as are built by any Big-Six competitor, hence Big-Six cost and selling price are surprisingly low.

Don't buy blindfolded. Examine, ride in and drive the Big-Six before you buy any other car.

W. A. BURR & SONS

Central Garage

Roseburg, Oregon

TEAR OFF THIS COUPON

and mail to STUDEBAKER, South Bend, Ind., for interesting book that tells you the important points to consider in selecting an automobile.

Name _____
Address _____

Gas Engine Repairing

The complexities of the gas engine are like the A-B-C to us because we have specialized in gas engines and their repair. Leave your motor in our care and you can rest assured that the repairs will be O. K.

Hall & Young Garage
631 Winchester St. Phone 338

A FORD CAR FOR ABOUT EVERYBODY

Ford car number 10,000,000 leaving from New York on its transcontinental trip, occupied only a small space at Times Square, starting point of the Lincoln highway, the route to be traversed.

But suppose all the other 9,999,999 Fords showed up for the cross country run. That would have been a different story.

The First Problem

The first problem to arise would be that of finding parking space for all of them. Removing all New York's skyscrapers and other buildings from Manhattan Island would provide twenty-two square miles of parking ground, that wouldn't be sufficient to accommodate the ten million Fords, even if they were parked without any space at all between them.

It would have been necessary to park a few hundred thousand over in Brooklyn or some other handy place.

10,000,000 Cars Abreast

If the cars started off four abreast and fifteen feet apart, maintaining that space throughout, by the time the last four were ready to start, the leading quartet would be more than 1000 miles on its trip across the continent. In other words by simply advancing fifteen feet each time a line of four Fords was added the leading cars would go to San Francisco, return and go nearly halfway across the country before the last was even started.

Getting the cars off on such a parade would be real work, for if the starter worked twenty-four hours a day and sent the cars on their way in detachments of four every minute, he would have to be on the job for five years.

Sapota stains and enamel. A 2 bit can makes your old furniture look like new. Twenty five per cent less than others, at Fishers, 408 West Case.

TEN REASONS WHY YOU SHOULD PREFER for Economical Transportation



- 1—Chevrolet is modern in appearance. Closed models have genuine Fisher Bodies.
- 2—Chevrolet is modern in construction—in fact, all essential engineering improvements found in highest priced cars.
- 3—Chevrolet is fully equipped as sold. There are no extras to buy.
- 4—Chevrolet transportation averages less cost per mile than any other car at any price.
- 5—Chevrolet has the most powerful motor of any low priced car.
- 6—Chevrolet yields more comfort in riding, due to long wheel base and correct body suspension on resilient springs.
- 7—Chevrolet service costs are low, because so few hours per year are needed in service stations.
- 8—Chevrolet is a quality car. You are proud to tell your ownership of a Chevrolet.
- 9—Chevrolet is built for safety. It holds to the road even at high speed on gravel.
- 10—Chevrolet is easy to buy and easy to trade.

ED MARSH MOTOR CO.
Roseburg, Oregon

and to study the high lights of Star construction, so that suggestions can be made intelligently.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m., June 25, 1924.
Relative humidity at 5 p. m., yesterday 29%
Precipitation in inches and hundredths
Highest temperature yesterday 82
Lowest temperature last night 48
Precipitation last 24 hours 0
Total precip. since first of month 56
Normal precip. for this month 1.07
Total precip. from Sept. 1, 1923, to date 18.36
Average precip. from Sept. 1, 1877, 33.84
Total deficiency from Sept. 1, 1923, 15.48
Average precipitation for 16 wet seasons, (September to May, inclusive) 31.48
Local Forecast: Generally Cloudy to night and Thursday.
WILLIAM BELL, Observer.

100 NEW BUS LINES FORM DURING MAY
The rapid growth of the motor bus industry is shown by the fact that

more than 100 new bus companies began business in United States during May, according to Bus Transportation.

Lowest Priced Closed Car

With Doors Front and Rear

ONLY \$160 more than the Overland touring car—the Overland Coupe-Sedan—the world's foremost closed car value. All the unique exclusive features of a coupe and a sedan in one!

Removable rear seat gives big loading space for anything and everything. Seats adjust backward and forward. Seats also make into a full-size bed in the car—great for camping. Easy riding patented springs—big power—reliability—record-breaking economy. Come in and see it.

Overland is the only touring car with sliding rear transmission, priced under \$500. f. o. b. Toledo

Overland

GLENN H. TAYLOR
AGENT
Service Garage, Roseburg, Oregon

SARFF'S Auto Wrecking House

329 N. Main St.

Can supply you with parts for most all makes of cars besides trailers and parts to make trailers, also we have complete motors on hand.

Come in or phone 553.