

AUTOMOBILE NEWS



1925 Star Coach

Before You Buy Any Car Ask Yourself This Question

Competitors may adopt these high-class features in the future—the 1925 Star Car has them now—that's why we say: "Tomorrow's Car Today."

- Million Dollar Motor
- Four-Wheel Brakes
- Force Feed Lubrication
- Tubular Backbone
- One-Piece Windshield
- New and Improved Entrance Facilities
- Fedders Radiator
- Fisk Full Balloon Tires
- Dry Disc Clutch
- Alemite Lubrication

What am I going to get for my money? Here is how the 1925 Star answers your query:

1. Any man who will spend 30 minutes behind the wheel of the 1925 Star Car will get a new conception of real automotive value.
2. Go over this 1925 Star mechanically—compare it part for part with any other car near its cost. You will see quickly why the Star stands up in day-in-day-out service.
3. Check these value features which you can get only on the Star Car.
4. Estimate how little the 1925 Star Car costs. Beginning with the purchase price in mechanical upkeep—and in gas and oil economy. The answer is value—far in excess of any car in its price class. You cannot buy any car to compare with the 1925 Star. It is the greatest automobile buy in the world!



A Star dealer near you has the car. Make the test for yourself—Now!

Rapp Brothers

STAR DEALERS

Cor. Cass and Pine Roseburg, Ore. Phone 371

THE GREATEST VALUE BUY IN THE WORLD

GREAT SUCCESS INDICATED FOR STRAWBERRY CARNIVAL, MAY 21-23



"SPOTTY"—One of the acts that will be seen in Roseburg's 1925 Strawberry Festival, May 21-23.

In conversation with the chairman of the Umpqua Chiefs carnival committee, some idea of the actual work in carrying out the enormous details of producing the 1925 strawberry carnival was realized.

It is no easy task to arrange a suitable program for a three-day festival, especially so when over 15,000 people are to be catered to with their various whims and fancies.

This means that every known style of entertainment must be called into action. Arrangements must be made for the parade, the queen contest, the ceremonial ball, the carnival shows and concessions, the few attractions, the raising of funds to finance it, and all in all it is a herculean task.

The acts this year will comprise a program said to be the largest ever attempted here. All of the show features have been contracted for and include some of the best to be found in their respective line.

All that the "Chiefs" need now is the whole-hearted support of the entire community for a radius of 75 miles.

Will they have it? We'll say they will, for the "spirit of '25" can be no less than the "spirit of '75."

BUILT 52,299 CARS IN MONTH OF APRIL

DETROIT, Michigan. — The Chevrolet Motor Company produced last month an April record of 52,299 motor cars and trucks, or more than 2,000 for each working day.

This monthly schedule, planned also for May and June, has been exceeded only twice in the company's history.

At the present rate Chevrolet will produce its "two millionth" car early this fall. It will be the first three-speed gear shift type of car to reach that total.

Of the cars being made this month 42,556 are destined for domestic sale, 5,234 are to be exported and 3,509 are to be built at the Chevrolet plant in Canada.

Accelerated by the demand for the improved new series with refinements previously obtainable only in cars of much higher price, the Chevrolet production has mounted rapidly since January 1.

The capacity programme requires approximately 17,545 workers at the twelve Chevrolet factory and assembly plants throughout this country.

The popularity of the new Chevrolet models has developed a unique situation in which sales and production figures practically are identical. Unfilled orders on hand indicate that production for the next three months, even at the high pace set, will be absorbed at once.

SERVICE STATION TO BE BUILT IN SOUTH END OF CITY

R. S. Scofield has purchased a tract of ground just north of the Gradyview garage in the south end of town, and is preparing to erect a \$1,500 service station at that site. The service station will be of stucco finish with a canopy over the driveway and pumps and will be equipped for handling all kinds of supplies and service. In addition to this building permits have been issued to Wm. Pemberton, Jr., to construct a \$2,250 dwelling on South street, and to H. A. Roberts for a \$250 addition to his dwelling on Flesher street.

MAYOR ARRESTED CRIMINAL LIBEL

KELSO, Wash., May 6.—Mayor A. Burie Todd was arrested today on a warrant charging criminal libel, issued on information filed by prosecuting Attorney Hite Innes. The charges were based on a handbill circulated to advertise a meeting called by Mayor Todd. The handbill is alleged to have made damaging references to certain of

Slightly used ranges at Powell's. Hay carriers and barn equipment at Wharton Bros.

NOW

IN OUR
New Location
Corner Douglas and Main Streets.

Highway Service Station!
A new concrete building built for our business.

We have new equipment and have a full line of battery and Auto Electrical equipment.

Give us a call.

Umpqua Battery Station
A. B. Taylor, Prop.

Commands Border Warfare Forces



W. W. Husband, commander-in-chief of the border patrol of 450 agents, and immigration commissioner, has been chosen by the treasury department to head an inter-departmental league formed by six government agencies to intensify warfare on liquor and alien smugglers along the Mexican and Canadian borders.

UNION OIL CO.

SENDS OUT MAPS

Official automobile road maps of California, Washington and Oregon are now being distributed free from all service stations of Union Oil Company of California, according to announcement made yesterday by the company.

The booklets include separate maps of Southern, Northern and Central California; Oregon and Washington; and charts showing principal streets leading out of Los Angeles, Long Beach, San Diego, Santa Barbara, Fresno, Sacramento, San Francisco, Oakland, Stockton, Seattle and Portland.

The maps are officially checked in all details, and show paved roads, through routes, other thoroughfares, road distances in miles, locations of old Spanish Missions and the courses followed by the following national, coast and state highways: Bankhead, Coast, Dixie Overland, El Camino

Real, El Camino Sierra, Inland, Lincoln, National Motor Express, National Old Trails, National Park to Park, National Roosevelt, Midland Trail, Old Spanish Trail, Pacific, Pike's Peak, Redwood, Sierra Scenic and Victory. Locations of more than 400 Union Service stations on the coast are also listed. The booklets charged by secured without charge from any Union Service station upon request.

NEW AUTO LIGHT LAW EXPLAINED

PORTLAND, May 6.—Puduant to his new auto light law that becomes effective August 31, lectures will be given throughout the state under the direction of Secretary of State Sam A. Koser, by Frank A. Pim, illuminating engineer. The first of these lectures will be here tonight.

Oregon standards are taken from those adopted by the United States Bureau of Standards and al-

ready in force in several states, according to Pim, who says that ultimately the same standards will be adopted universally.

Light adjusting stations where motor cars will be tested for head, spot and tail lights will be designated. Upon issuance of receipts of tests, the secretary of state will grant certificates in compliance with the law.

The Best Salesman in Town?

THIS NEWSPAPER

Find the answer and find your customers—by Advertising!

Ford

Weekly Purchase Plan

The easiest way to buy a car.

It is easy to save a small sum each week to apply on the purchase of a Ford car. The amount you pay is what you feel you can afford out of your earnings. You do not have to sacrifice other necessities. The "down payment," so often a handicap, is eliminated.

A local bank acts as your depository and allows interest on your deposits.

165,000 families have already secured their cars by this easy method. Enrollments are now being made at the rate of 800 a day.

Ask the nearest Authorized Ford Dealer about this practical plan or write us direct.

Now Optional On All Ford Cars At An Extra Cost of **\$25**

BALLOON Tire Equipment Full Size (29x4.40)

Runabout Coupe . . . \$260
Tudor Sedan . . . \$520
Fordor Sedan . . . \$580
All prices f. o. b. Detroit

Ford Motor Company, Dept. N-3, Detroit, Mich.
Mail me full particulars on your easy plan for owning an automobile.

Name _____
Street _____
Town _____ State _____

Ford Motor Company
Detroit

TOURING CAR \$290
On open cars demonstrable time and starter are \$95 extra
F. O. B. Detroit

MAKE SAFETY YOUR RESPONSIBILITY

the mayor's opponents in his controversy with the city council.

The warrant was issued late yesterday but service was delayed; it was said, to permit Mayor Todd to attend a council meeting last night.

When the council convened last night, the chamber was packed with spectators. A resolution adopted at the Todd meeting which called for resignation of six councilmen and the city attorney was read by Fred Rawson, but no official action was taken.

MAJESTIC THEATRE.
Some idea of the enormous work entailed in the production of a modern photoplay may be conceived from the number of built sets required for "Idle Tongues," First National's vivid dramatization of Joseph C. Lincoln's novel, "Dr. Nye" at the Majestic tonight.

The pictures were filmed in California and, since the success were

laid in a typical Cape Cod village, it was necessary to virtually erect a Massachusetts town on the Pacific Coast. Included in the structures were a town hall, a courtroom, a residential street showing a dozen homes and other buildings.

Aside from the rehearsing of Percy Marmon, Doris Kazron and other leading players, hundreds of extras had to be drilled for the riot scenes and other settings of the picture.

The Minute That Seems A Year By GLUYAS WILLIAMS

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CHEVROLET

Pleasure
—AND—
Commercial Cars

ED MARSH MOTOR COMPANY
Phone 446 Oak and Pine