

AUTOMOBILE NEWS

Ford

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company
DETROIT, MICH.

FORD ANNOUNCE IMPROVED LINE OF BODY TYPES

Changes Most Pronounced; Bodies Longer, Lower, and Are All Steel.

NEW CONVENIENCES

Goes to Colors in Closed Cars—Other Refinements, Brakes Larger, More Powerful.

Body changes and chassis refinements more pronounced than any made since the adoption of the model T chassis were announced here today by the Ford Motor company. There will be no advance in price, it also was stated.

Outstanding features of the improvements in both open and enclosed types are lower, all-steel bodies on a lowered chassis, complete new design in most body types, a change from black to color in closed cars, larger, lower fenders, newly designed seats and larger, more powerful brakes.

Longer lines, created through higher radiator and redesigned cowl and bodies are apparent in all the improved Ford cars, but are especially pronounced in the open types. Wide crown fenders hung close to the wheels contribute to the general effect of lowness and smartness.

While runabout and touring car remain in black, the closed bodies are finished in harmonic color schemes, enhanced by nickel radiators. The coupe and tudor bodies are finished in deep channel green while the fordor is rich Windsor Maroon.

Greater comfort is provided for driver and passengers in both open and closed cars by larger compartments, more deeply cushioned seats and greater leg room. Many new conveniences are also incorporated in the improved cars. In the runabout, touring car, coupe and tudor, the gasoline tank is under the cowl and filled through an ingeniously located filler cap completely hidden from sight by a cover similar in appearance to a cowl ventilator. One-piece windshield and narrowed pillars in the tudor and coupe offer the driver greatly increased visibility and improved ventilation.

Driving comfort is materially increased by lower seats, scientifically improved back rests and lowered steering wheel. Brake and clutch pedals are wider and more conveniently spaced.

Four doors are now provided on the touring car and two on the runabout, permitting the driver to take his place from the left side of the car. Curtains, held secure by rods, open with the doors.

Most important in the mechanical changes are the improved brakes. The transmission brake drum and bands have been considerably increased in size which gives the foot brake softer and more positive action as well as longer life. The rear wheel brake drums are larger and the brake of self energizing type.

Cord tires are now standard equipment on all Ford cars, and by preserving the design of the Model T chassis, the company is safeguarding continued good service for owners of approximately 9,000,000 Ford cars and trucks now in use throughout the country as well as for the new car purchasers.

LOOSE FAN BELT IS CAUSE MOTOR HEAT

Often a loose or broken fan belt is the cause of an overheated automobile motor and may, consequently, result in a burned out engine. The cooling of the water is partially dependent on the fan and when the fan fails to function, the motor gradually warms up. Whereas a broken fan belt, of course, stops practically all air circulation, a slipping fan belt is nearly as bad, as it does not maintain enough tension on the fan pulley to keep it revolving at its proper speed.

Neither of the mishaps described above can very well be anticipated by the motorist. The only precaution that he can take, is to make a daily inspection of the fan machinery in common with other parts of the car. But he can, in case of an accident to the fan while he is operating the car, quickly prevent serious damage if he will observe the heat indicator on the radiator cap and stop his car to investigate whenever the red fluid rises to the danger point. With careful observance of this instrument, no motorist need suffer any irreparable harm to his car.

Sweeping Price Reductions

HUDSON-ESSEX COACH COACH

Now **\$1195** Now **\$795**

Hudson Brougham **\$1495**
Hudson (Pass.) Sedan **\$1695**

All Prices Freight and Tax Extra

World's Greatest Values Now More Outstanding Than Ever

166,369 Hudson-Essex sales for the eight month period ending August 1st represents the largest six-cylinder output in the world's history. This enormous production makes possible the finest quality at the lowest prices Hudson-Essex ever offered.

The same management which established the Hudson Motor Car Company, now, as for sixteen years, controls and directs the design of its product and policies of the company.

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

Roy Catching Motor Company

Show Rooms and Service Station New Location 125 N. Rose Street

Phone 438. Roseburg, Ore

CAB COMPANY TIES TO THE BUICK CAR

The oldest cab company now operating in the United States has permanently abandoned the use of the regulation taxicab body and will use high grade automobiles only in the future. This firm, the Detroit Cab company, has placed an order for 229 master six truck automobiles with a special automobile body to be built by the Fisher Body Corporation.

"The day of the hard riding taxicab with its tiny, crowded and roughly finished interior is passing," according to I. S. Scribner, secretary-treasurer of the Detroit Cab company. This is particularly true in cities like Detroit where the majority is accustomed to ride in comfortable automobiles.

The Detroit Cab company was organized August 1, 1919, less than two years after the inception of the taxicab business, and now is the oldest concern operating. It has passed through all phases of the business, and has used automobiles of the early era, electric and, for the past few years, the most popular make taxi cab.

The new Buicks to be used by the company will reflect the private car rather than the circus poster effects now predominating in the taxi field. The Buicks will be finished in Duco, a pleasing shade of gray up to the panel encircling the body. This panel and the top of the hood will be a harmonizing

shade of blue and the top of the body will be black. The only lettering will be a neat inscription on each rear door pane, which will read "Detroit Cab Co." and the driver's number.

The front seat will be separated from the rear compartment by heavy plate glass. The driver's seat will extend across half the width of the car, leaving a large space for baggage, and will be upholstered in leather. The interior of the cabs will be finished in Buick style, velvet mohair being used for the upholstery.

NEW PURCHASE PLAN FOR STAR

The Star Gold Certificate Save and Earn Plan, which is one of the most practical and outstanding plans of the merchandising of automobiles yet devised by any automobile manufacturer was unanimously adopted by every Star and Durant dealer on the Pacific Coast, according to Rapp Bros., local Star and Durant dealers who attended a conference called by E. T. Tubler, general sales manager of the Durant Motor company of California, and James Houghan, advertising agent and president of the James Houghan, Inc., advertising agency, during their recent swing through the Northwest section.

This Star Gold Certificate Save and Earn Plan makes it possible for anyone to become the owner of a Star car with a little cash out-

MODERN GREASE TUBE IS HANDY

Gone are the days when the motorist was compelled to swipe three fingers into a grease can in order to fill his grease cups or grease gun. The old fashioned stick has likewise passed into history with the introduction of a new clean and convenient way of doing a job that used to be so messy. The Tide Water Oil Sales Corporation figured that since the handy tube has been accepted by the American Public as a more satisfactory manner in which to handle their dentifice

lay as they wish to make and the thousands of people in California who have already taken advantage of the plan convincingly attest to its practicalness and instantaneous popularity.

The plan was devised by the Durant factory officials after months of careful planning and was first tried out in its retail branches, which are used to develop new sales ideas. It is original with the California factory, and judging from the enthusiastic cooperation of the dealers and the regular response from the public for the plan it promises to change present selling methods considerably.

Details of the plan have been worked out whereby anyone who has the energy and ambition can become the owner in fact, of an automobile with virtually no payment of his or her money. Factory and dealer participate in the Star Gold Certificate Save and Earn Plan, the actual details of which are available at Rapp Bros., Roseburg. It makes anyone who participates in this plan a part of the dealer's organization, with credit given to any individual who helps to create sales of new cars, although the actual selling is all done by the dealer's own salesmen.

Under this plan those persons who want an automobile but are unable to make the necessary cash investment finally have the opportunity of owning a Star car by calling on the local Star and Durant dealers for details.

and shaving creams that it would also be acceptable to the same people to have the grease for their automobiles packed in this way.

The introduction of Vesdol Grease in the handy tube has proven a revelation to motorists everywhere. Whenever it is necessary to fill up grease guns, all that needs be done is to remove the cap from the tube and squeeze just the exact quantity desired into the gun. There is no overflow, no wastage on the fingers and no open topped can to accumulate dirt and other abrasives. It is now possible to fill grease cups and guns with a pair of white gloves on and not soil the gloves.

Another feature of the new tube is the elimination of waste; practically every bit of grease in the tube is used. It has been found that even though some motorists have their cars regularly oiled and greased by Independent Garage and Service Station Operators they still carry a handy tube of Vesdol Grease in their car for emergency.

Do you realize that SARFF'S Auto Wrecking House

329 N. Main St.

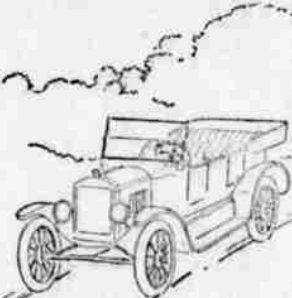
is the place to save money on Auto Parts. We will soon be the house of a million parts. Come in or

Phone 553

THERE ARE TIMES

when your auto or truck will require repairs. Then you will want to have it done thoroughly and economically. We are prepared to handle your work satisfactorily.

Hall & Young Garage
631 Winchester St. Phone 338



"She's better than she used to be"

"—starts easier, climbs hills better and gives less trouble all around. And I believe the answer is this new Zerolene 'F' for Fords I've been using. It costs less than the oil I'd been using, but it actually seems to lubricate better."

Zerolene "F" for Fords gets to all the parts requiring lubrication—especially the wrist-pin bearings and upper half of the cylinder walls.

Zerolene "F" for Fords is made by the Standard Oil Company's patented vacuum process. It deposits a minimum of carbon, and because it lubricates better it enables the engine to develop a noticeable increase of power over and above what Ford owners have been accustomed to expect.

A Ford is an A-1 transportation investment. Protect your investment by proper lubrication.

STANDARD OIL COMPANY (California)



F for FORDS

"Feeds those oil-starved Fords"