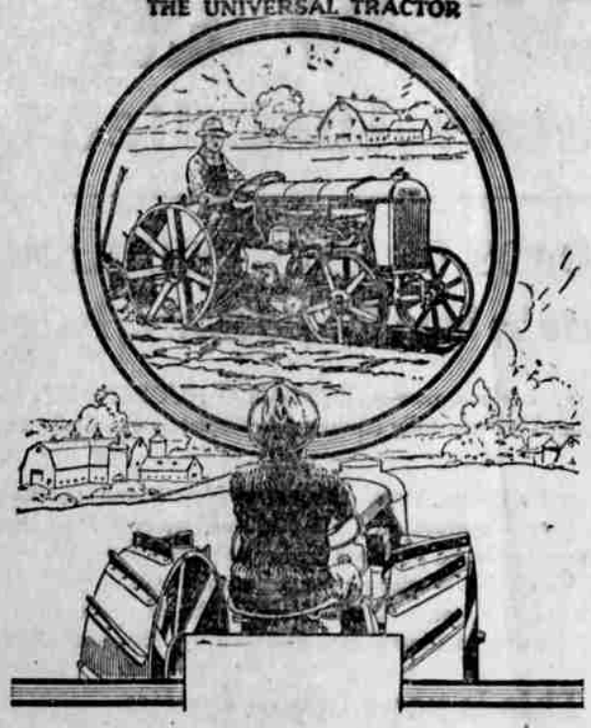
# AUTOMOBILE SECTION


## Fordson
THE UNIVERSAL TRACTOR



## Fall Plowing Time is Here

Successful farmers know the necessity for deep, thorough plowing, and that work must be done before the winter rains set in. A Fordson Tractor supplies the Power and enables farmers to keep up with their work, and the cost is small compared with results.

**We Make it Easy for Every Farmer to Own a Fordson Tractor**

**Come in when in Town and let us explain the Plan**

## C. A. Lockwood Motor Co.
Roseburg, Oregon


Mrs. P. E. Nygren of Portland has been visiting for the past few days at the Charles Wilson home at Reston and with Mr. and Mrs. V. N. Fields in Roseburg, left last night for her home. Mrs. Nygren is special agent in home loans for the New World Life Insurance company, is rapidly building up a good business in Portland.


OUR SHOP BUSY

Sure, but that is because autoists know we turn out the kind of work that stands. Bring your car in, we'll take care of any troubles.




**Hall & Young Garage**
631 Winchester St. Phone 338



## Willard Radio
B BATTERIES

96 Volts

$18

While They Last

Willard Batteries for Fords and all small cars as low as

$12.75

**WILLARD SERVICE STATION**
H. L. BOUCOCK
Phone 136 122 S. Stephens


## ESSEX $200 LESS THAN YEAR AGO

The fourth sweeping Hudson-Essex price reduction within a year was announced in mid-week as affecting the entire line of Hudson-Essex enclosed cars—which means more than 95 per cent of Hudson-Essex business.

This reduction, together with those formerly made, has these results:

1. The Hudson coach is more than $500 lower than a year ago, the Essex coach more than $200, and the Hudson sedan $550 less.

2. Compared with war time prices, all three cars sell at less than half the top figures. Or, put another way, the total of the reductions made on Hudson and Essex cars is a greater sum than the present prices.

3. With this series of price changes has come a tremendous growth in Hudson-Essex business, until today this concern is indisputably the largest manufacturer of six cylinder cars in the world. Each drop in price has greatly increased the number of buyers, and each time this added volume of business has made possible greater economies in buying, manufacturing and all general expenses and overhead.

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.

"The cars themselves have been continuously and consistently improved while this price reducing process has gone on," said Roy Catching, dealer for Hudson and Essex cars. "Constant refinements are made in the general design, so that the present Hudson and Essex cars are the sturdiest, most reliable, most comfortable and generally satisfactory cars Hudson ever built. Owners of the cars built several years ago find this true when they buy the Hudson and Essex cars of today. Quality has gone higher while prices dropped.

"In 1925 both Hudson and Essex lines had established new records of popularity before this present price cut became effective. Now of course this rate of sales will be at even a faster pace. Hudson and Essex have been brought within the reach of thousands of additional owners, and we look for the final months of 1925 to be the best part of the year."

## STATE'S NEW AUTO LIGHTING LAW IS NOW EFFECTIVE

Oregon's new auto light law went into effect last night, and automobile headlights went undimmed. The law passed by the 1925 legislature became effective Tuesday and last night motorists were able to operate under the provisions of the new law.

According to Traffic Officer Thurber many people have questioned him regarding an extension of time for the installation of the new lights. He states that he has received no instructions in this regard, and that so far as he knows the law is now in full effect and persons running with the old style lights are liable to the provisions for violations. Common sense, however, will be used in the enforcement of the law, he says. The local adjusting stations are working long hours making the necessary changes.

The official examiners are garages, accessory shops and similar places that have been certified for that purpose by the secretary of state upon their equipping themselves properly after application made to the state department.

The fee which the official stations are allowed to charge for adjusting lights is 75 cents, though in a large percentage of cases the cost to the motor vehicle owner is more than that for the reason that lenses or globes are found defective under the law. It is claimed, however, that most automobiles manufactured within the last year have lamps that meet all requirements. The legislature in acting upon the light bill secured data from the American Society of Automotive Engineers, which is said to be the source of data used by the manufacturers. It is the claim of these engineers that they have gotten the lighting problem down to a point where a maximum of light is provided without enough glare to blind drivers coming in an opposite direction. The new Oregon law is the same as that on the California statute books.

Under the new law a length of light projection is required that will distinctly reveal a person or object within 200 feet ahead of the car, while a width of projection is required that will distinctly show an object in the road over a road-width of 12 feet at a distance of 114 feet ahead of the care. Glare is limited by a requirement that the intensity shall not be over 800 candlepower 100 feet in front of the car, seven feet to the left and at a height of five feet.

Spotlamps and fog lamps must be kept on the left hand side of the car and so fixed that they cannot device. The light from cannot be moved except by a mechanical device. The light from spotlamps must be thrown to the right side of the highway.

"Every motor vehicle, except motorcycles, operated or driven upon the highways of this state," says the law, "shall exhibit during the period from one-half hour after sunset to one-half hour before sunrise, and at all times when fog or atmospheric conditions render the operation of said motor vehicle dangerous to traffic or the use of highways, two head lamps of approximately equal candlepower, not in excess of 21 candlepower.

All lighting devices used must have the approval of the state department according to the test of the United States bureau of standards. Any person or firm having devices they wish to market may submit them to the secretary of state with a fee of $50 and they will be subjected to the test."

Motorcycles are required to have a front lamp or lamps capable of furnishing sufficient illumination to render clearly discernible any substantial object 140 feet directly ahead and any substantial object 70 feet ahead and five feet to the right of the axis of the motorcycle.

Relative to other vehicles the law says:

"Every trailer or semi-trailer, except small two-wheel trailers of 1000 pounds capacity or less towed closely behind a motor vehicle, and semi-trailers when towed alone, whose over-all length in either case, including towing vehicle and load, does not exceed 20 feet, when on the highways at its left side one lamp capable of throwing a white light visible from both front and rear of such vehicles. All vehicles, other than motor vehicles and motorcycles, when operated upon the highways between one-half hour after sunset and one-half hour before sunrise, and at all times when fog or other atmospheric conditions render the operation of said vehicle dangerous to traffic or the use of the highways, shall display on the left side of said vehicle a white light which must be visible from the front and rear for a distance of not less than 200 feet in either direction."

Numerous inquiries have been received by Secretary of State Kozer relative to magneto lighting equipment. Concerning this he says:

"It is a well established fact that this type of equipment cannot produce the constant candlepower necessary to meet the specified maximums and minimums of the main lights required by the law, nor can the required results be obtained with the lights in the dimmed position. A logical interpretation of the law would imply that motor vehicles now equipped with the magneto as the source of light must be changed to either battery or acetylene. Adjusters cannot adjust motor vehicles equipped with magneto light and issue receipts therefore unless the equipment of the particular vehicle submitted for adjustment is changed to meet the requirements of the law."

Complaints have already been received about adjusters making exorbitant charges for adjusting lights and attempting to sell motorists various kinds of devices. Steps are being taken by the department to prevent this.

Under the law a maximum penalty of $400 fine, or one year in jail, or both, applies in any of the following cases:

The motor vehicle owner who drives without legal lights.

A person or a concern who sells an automobile not equipped with lights according to law.

Persons or concerns selling lamps or lighting equipment that does not meet legal requirements.

Any adjuster or adjusting station that fails to comply with the law in adjusting lights.

## FINANCING PLAN HELPS THE FARMER

As a means of assisting farmers to modernize their farms, a new financing plan has been developed through which farmers may procure a Fordson tractor and other necessary equipment with only a small initial outlay and conveniently timed deferred payments.

The heretofore heavy initial expense of motorizing the American farm, according to the United States Department of Agriculture, has retarded to a large degree the development of agriculture. The new finance plan circumvents this obstacle and puts motorized equipment within the easy reach of every farmer, and permits him to operate his farm along the same lines of efficiency as the modern factory, a thing which Secretary of Agriculture Jardine urges upon the farmers of the country.

Although agreeing that the tractor is a means toward greater crop returns, the lack of sufficient capital to meet the initial cost has for years prevented many farmers from taking the step toward modern methods. This situation is relieved through the new arrangement and the farmer, without embarrassing himself financially, can begin at once to enjoy the advantages of Fordson powered farm equipment.

### NOTICE TO HUNTERS.

Guide and packer has saddle and pack horses for hire and will guide to good game country. Address C. R. McNeil, Leland, Oregon.

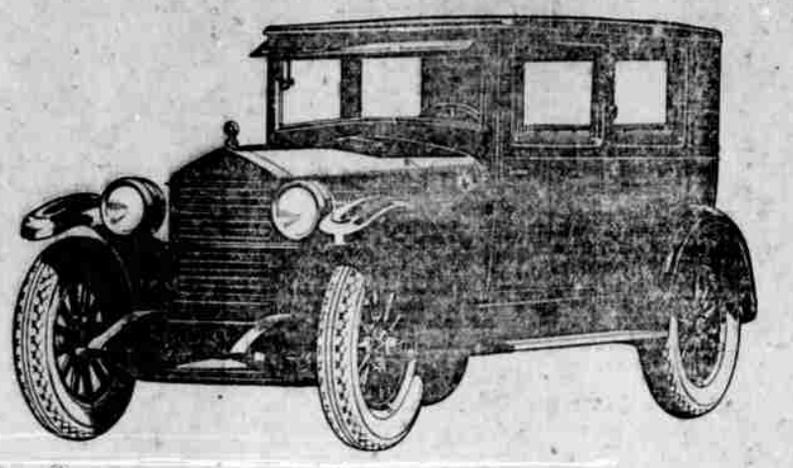
## CHANGES OIL BUYING HABIT

The oil buying habits of the nation have been changed since Independence service station and garage operators have installed the crankcase service feature. The idea in the past was to have a quart of oil added whenever the gauge was low. The Tide Water Oil sales corporation put on an educational campaign explaining to motorists that a quart of fresh clean oil poured into a crankcase full of oil that was old and worn out was like putting a quart of fresh clean water into a mud puddle. You would still have your mud puddle and you would still have a crankcase of dirty worn out oil with which to entrust the protection of your costly motor.

The present day motorist very religiously follows the advice of car manufacturers and has the crankcase of his car drained at regular intervals. Service stations and garages in every community are completely equipped to take care of this important work and make no charge excepting for the oil used.

Veedol dealers have been supplied with small speedometer stickers that show when the crankcase should be drained and this is an additional reminder to have the work done at the proper time. The safe way is to drain the oil at the mileage suggested by the manufacturer of the car you drive, as experience has proven that this is most satisfactory and economical.

Studebaker builds no yearly models.

## $795 New Low Price Makes It Greatest Value In History

## ESSEX COACH

This is the finest Essex ever built. And the price is the lowest for which Essex ever sold. It is made possible only through the largest output of 6-cylinder cars in the world's history.

166,369 Hudson-Essex sales in eight months surpass all former 6-cylinder records by many thousands—the largest increase known in the industry.

This enormous production gives advantages in economical purchase of materials, savings in manufacture and low cost of distribution that are recognized throughout the industry as being exclusive to Hudson-Essex.

*New* HUDSON PRICES
Coach $1195
Brougham $1495
(Screen Visor) Sedan $1695
*All prices Freight and Tax Extra*

**World's Greatest Values**

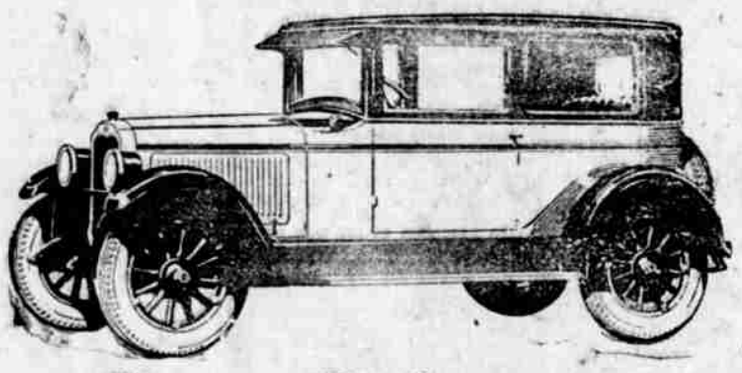
*Everyone Says It—Sales Prove It*

## Roy Catching Motor Company
125 North Rose St. Roseburg Phone 438


Men's suits cleaned and pressed, $1.50. Roseburg Cleaners, phone 472.

Proof of the pudding is in tasting—whether buyer or seller—read the classified ads.

Results are what count and you'll get 'em with News-Review classified ads.

## *Beauty-Performance and Price* - - -
*not one* But All Three

Where can you find another car that offers comparable beauty, and comparable performance at a comparable price?
With one swift stride, Oldsmobile attains a position of commanding importance. Here is impressive achievement that becomes doubly so with the drastic reductions of Oldsmobile prices. In fairness to yourself, arrange to see and drive this latest Oldsmobile.

## OLDSMOBILE Six
PRODUCT OF GENERAL MOTORS

**KLECKER-AMORT CO.**
439 N. Jackson St. Phone 593