

AUTOMOBILE NEWS

BEAUTY • COMFORT • CONVENIENCE • UTILITY



Good Looks as Well as Good Service

The improved Ford Runabout, with its all-steel stream-line body, is an unusually good-looking car.

It hangs low to the ground, and the body has been lengthened and re-designed for greater comfort and convenience. The gas tank under the cowl is filled from the outside, and the weatherproof storm curtains open with both doors.

Under the sweeping rear deck is an unusually large compartment designed for convenience in carrying luggage.

Standard equipment includes four cord tires, nicked head-lamp rims and windshield wiper.

The price remains the same \$260, and you can buy on the Ford Weekly Purchase Plan.

FORD MOTOR COMPANY, DETROIT, MICH.

RUNABOUT

\$260

F. O. B. DETROIT

TOURING CAR \$290
COUPE 320
TUDOR SEDAN 580
FORDOR SEDAN 660

Demountable Rims and Starter Extra on Open Car

Close Cars in Colors



NO INCREASE IN PRICES

See the complete showing of the Improved Ford Cars at the Oregon State Fair, Salem, September 28th to October 3rd.

BLAZE TRAIL FOR SOUTHERN ROUTE

Inquiries from all over the middle west are pouring into the headquarters of the National Motorists Association relative to details of the Motorcade from Chicago to the Gulf coast of Mississippi and Florida to be held early in October. Automobile owners are seeking information in regard to the route to be taken, its character, time of the entire trip and places to be visited along with a score and more of minor inquiries.

Trail blazers have been busily engaged for many months mapping a new route to the south-land from Chicago. They have discovered a new route that shortens the time between Chicago and Florida by motor by many hours. It is over this fresh trail with its winding ribbon of concrete, many hundreds of miles of the distance, that the big motor caravan will travel to the south-land. It is expected to open up the most popular route to the south and cause thousands of tourists to visit Mississippi and Florida who have delayed motor-ing there on account of the hazards of bad roads especially through mountainous districts.

The impressive motor caravan sponsored by the National Motorists Association and the National Highways Association will be started from Chicago at ten o'clock, October 12th. It will proceed in three divisions. The first day out will be at Effingham for the first division; Mattou for the second and Urbana for the third.

The first luncheon stop will be at Kankakee for the first division and Mokena for the second. Dinner and overnight stop the first day out will be at Effingham for the first division; Mattou for the second and Urbana for the third.

For complete details in regard to this motor trek to the South-land, motorists should write to P. J. Martin, General Manager, National Motorists Association, 2819 S. Michigan Avenue, Chicago. There will be no admission fee and the entire trip can be negotiated at a minimum expense.

DISTINCT FIELDS HAVE DEVELOPED

With the major activities of the better known motor car manufacturers turned toward the production of light cars at low price and with the eyes of the buying public looking forward to the results of the new move, Willys-Overland is the first to strike the big popular note with a full-size, five-passenger Sedan, priced below \$600 at the factory, said W. W. Chase, of the local agency. Since the announcement of this new Willys-Overland product the rumors regarding the activities of other manufacturers have been coming in thick and fast.

Three distinct fields of manufacture have suddenly developed: the large cars, with either six or eight cylinder, the light six and the still lighter four, so designed that it affords the room and convenience of the sixes and the larger cars, but so priced that it meets the financial requirements of the 2,000,000 and more buyers each year who must be served within the \$600 to \$800 price mark.

It is this latter field which will see the greatest amount of attention from manufacturers during the coming twelve months.

At the factory of Willys-Overland in Toledo, Ohio, over \$2,000,000 are being spent in plant addition and in take care of the increased production which is a natural result of the development made in the standard Overland models which serve the huge buying field of light car owners. Profitable production requires huge outputs in low priced cars. It is stated that on the standard Sedan model alone, Willys must

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build not less than 10,000 cars a month to maintain the price set on this car, and it is but one of the four models which will be built on this chassis alone.

The specifications of this Overland Standard Sedan make the low price all the more remarkable and indicate that what extent manufacturers can go in putting quality before buyers and still keep the price far down on the scale.

Molybdenum steel is used in the axle shafts and steering connections, chrome vanadium steel is used in the springs, full equipment, including speedometer and other essential accessories are included at the price and the body dimensions are those usually found on cars in the co-called "light six" field.

In the general construction of the car, there are no departures from the type of design which is used in the more expensive products, so that the buyer is getting what is commonly accepted as quality car design, finish, material and equipment.

One big field of sales open to a car of this type is that of auxiliary cars to owners who also have larger automobiles. Among this class of buyers there is a great demand for a car which is easy to handle in traffic, easy to park and economical to use.

The trade is watching the move made by Willys-Overland with the greatest amount of interest. It is accepted as the forerunner of other offerings of like nature, but in general the feeling is that there are not more than three manufacturers in the industry whose manufacturing equipment at the present time will enable them to make competitive offerings.

PROSPERITY AND GREAT ACTIVITY

One of the best automobile seasons in years is looked for this autumn by Hudson-Essex dealer, who declares that every factor he can observe points to unusual prosperity and activity. "The most important of all factors," said Mr. Catching, "lies in the fact that the average motor car buyer believes that right now he can obtain the best values ever offered him. The best engineers and experts agree that this is so. With this firm belief in his mind, the motor car buyer is obeying his impulse to buy the car which he may have been considering for months."

"The great nation-wide factors favoring this activity are generally good crops, good prices, widespread employment at good wages and a general air of enterprise and optimism. When you add to these underlying factors the all-important favorable opinion of the man who is going to buy you have a situation which means good business for all concerned."

"We dealers who handle the Hudson-Essex line of cars are gratified to see the increasing emphasis which is placed upon value in motor cars. Value is made up of no one thing in a motor car nor even a combination of special features, but rather is the whole total of the usefulness and reliability of the whole car. The motorist thinks to himself, 'What will this car do for me? What service will it give me? What value is it in proportion to the sum which I am asked to pay for it?' This state of mind in the buyer is commendable indeed, and incidentally it is one which Hudson-Essex has been seeking to create over a period of many months. Value for the money offered has been the very keynote of the Hudson-Essex story."

"The sale of Hudson and Essex cars continues most active. In part this is undoubtedly due to general conditions, but there is behind it also a particular demand for our line of cars. At the present time, as for several months, Hudson-Essex is the largest manufacturer of six-cylinder cars in the world. It is this volume indeed which makes our values possible."

NICE FEATURES IN OVERLAND SEDAN

Willys-Overland officials point out that the tremendous success of the Overland Standard Sedan in conjunction with improved and increased production facilities for this model are responsible for the \$50 drop in price, bringing this full-sized, five-passenger sedan to a never been attained in the industry for a car with sliding gear transmission. In making the new announcement, Willys-Overland also announces that several important features have been added to the Overland Standard Sedan that materially increases its value. The latest in one-piece windshields now comes as standard equipment on this car, giving a maximum of vision and ventilation. Wider and deeper seats and cushions add to the comfort and riding ease of the car, while the radiator and head lamp rims are now available on all Overland Standard sedans in nickel finish. Despite the fact that this car made its public bow less than three months ago, the Overland Standard sedan has

A Bargain In Quality Fine One-Profit Studebaker Coach —at a new low price

THIS Standard Six Coach has always been a wonderful value—a leader of the Studebaker line. Yet on August 1st, its previous low price was reduced one hundred dollars.

Today you can buy the same fine car without a single change in equipment or construction—at this new low price which only further emphasizes the Studebaker policy of offering you a "bargain in quality."

Here is a truly fine coach—built throughout from quality materials and careful workmanship. Fine northern white ash and hard maple are used in body construction. We pay a premium to obtain the toughest grades of steel. The upholstery is a durable woolen fabric—the windshield and windows are real plate glass. Extra equipment includes a gasoline gauge, clock, stop light, etc.

According to the rating of the National Automobile Chamber of Commerce this Standard Six Coach is the most powerful car of its size and weight. Full-size balloon tires and an especially designed steering mechanism add to its riding and driving ease. A completely machined crankshaft gives perfect engine balance and reduces vibration to a minimum.

Yet this Standard Six Coach sells for no more than competing cars—its low price is



\$1435 Delivered for cash in Roseburg.

Or, under Studebaker's fair and liberal Budget Payment Plan, this Coach may be purchased out of monthly income with in initial payment of only **\$478 DOWN**

made possible by the Studebaker policy of one-profit manufacture.

There are only two cars manufactured on this one-profit basis. Studebaker in the fine car field, and the Ford in the low priced field. Only in these two cases does one company in its own plants make all bodies, all engines, all clutches, steering gears, differentials, springs, gear sets, gray iron castings and drop forgings.

This one-profit policy not only eliminates the extra profits of outside parts and body makers—but it also makes possible unit-built construction. All parts for Studebaker cars are designed, engineered and built as a unit. And being built as a unit they function as a unit—which results in years longer life, scores of thousands of miles of excess transportation, greater riding comfort, lower repair costs and much higher resale value.

But the only way to judge this Standard Six Coach is to see it—to actually sit behind the wheel and drive it through the thick of traffic, over the steepest hills and rough country roads. Then, and only then, can you completely appreciate its amazing power, its velvet smoothness and wonderful riding qualities.

W. A. BURR & SON

Central Garage Roseburg, Oregon

Phone 385

THIS IS A STUDEBAKER YEAR

grown in popularity by leaps and bounds, factory records reveal, because of its meeting a special demand in the two-door body types.

Long narrow windows, giving the maximum of vision and ventilation, also provide safety facilities for the small family, while the arrangement of the specially folding front seat backs permit free and unobstructed access to the rear seat. Willys-Overland dealers declare the Overland Standard sedan is the fastest selling car the company has produced in the Overland line, and the volume of business at the record-breaking low price of \$495.00 is expected to triple that established since the Overland Standard sedan was introduced.

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

If you don't believe what you read, never seek opportunity through the classified columns.



STAR CARS LEAD



Beauty of design, performance under actual tests on a hundred "impossible hills" of the coast, and in the perfection of the "Million Dollar Motor."

We stand ready to demonstrate this wonderful car to all investigators. At our show rooms may be seen some of the

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Touring Cars
Sport Models
Sedans

Look them over, compare the graceful lines, the upholstery, the painting, the motor with another car in the price class.



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AUTO LIGHT LAW IS DISREGARDED

That the new State law concerning automobile headlights is getting a lot of people into trouble one way or another, and that it is next to impossible to enforce the measure in practical application, is the opinion of Portland traffic officials and police, who have been kept busy trying to prevent accidents, according to the Oregonian, which says:—

That the newly enacted and yet unenforced state auto-lighting law is destined to become a serious menace to traffic because of the general non-observance of its dimming features was the prediction made yesterday by police officials, based on a study of the workings of the law on two rainy days last week.

The average motorist, who has complied with the law by having his lights adjusted, thinks no more of the matter, the police say, and drives with bright lights on wet and glistening pavements. He disregards the rule to dim on wet pavements and the result is that all motorists are confronted with an array of dazzling, blinding lights when driving on rainy nights.

Enforcement Declared Impossible. At the time certain commercial interests fostered the new meas-

ure proposed the change from Oregon's dimming law, it was predicted that once the new act went into effect, the dimming feature would be entirely disregarded. Police traffic officials assert that less than 10 per cent of motorists driving with bright lights complied with the law.

The new measure, which became operative September 1 and which has been obeyed, according to official records, by about 25 per cent of the auto owners of the state, was the work of technical men and commercial interests. Various automobile bodies also got behind the measure and worked for its passage.

Persons acquainted with the difficulties of traffic-law enforcement predicted that the new law was too difficult of enforcement to be of any value. It was generally admitted that if it could be enforced, it would be a slight improvement over the former law, a more simple measure but itself unenforceable.

Failure To Dim Dangerous. The replaced law was known as a dimming measure and required that motorists, when passing, should dim their lights. The law was never more than half enforced and in its non-enforcement arose the greatest protest against it.

Then came the new law, which required certain adjustment for auto headlights, specified that vehicle owners were required to have a certificate of examination of lights from some commercial testing station, provided certain regulations regarding spot and fog

lights and generally complicated the legal aspects of automobile lighting.

The new law eliminates the dimming feature, except on wet pavements, and requires machines when passing on black surfaces, wet pavements to dim as of old. It is in the non-observance of that phase of law, traffic experts say, that the great danger lies.

Wrong Impression Conveyed. Illuminating engineers declare that there is no light so blinding or so dazzling as the rays of a bright light diffused on a wet pavement. Portland motorists experienced that Friday and Saturday nights. One-tenth of the drivers who had bright lights obeyed the law and dimmed when passing, the other nine-tenths drove blithely along, the rays of their headlights dazzling all other drivers.

On down-town streets, where the autoist must watch for the pedestrian as well as the other autoist, the danger is increased 100 per cent, traffic officials said. As yet, state authorities have made no attempt to enforce the new law and the public has shown no inclination to obey it. The new measure is complicated and extremely technical and traffic experts say that it is practically impossible of enforcement. Its passage, they say, has done one thing to break down safety-first work—it has given the people of Oregon the impression that dimming is no longer necessary, and in a state where there is so much rain, this impression is a dangerous one.

A Word About Your Car

Expensive repairs may be avoided by having us look the motor over or correct any weakness in the chassis.

Talk It Over With Us.

Hall & Young Garage
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General Machine Work

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Gear Cutting

