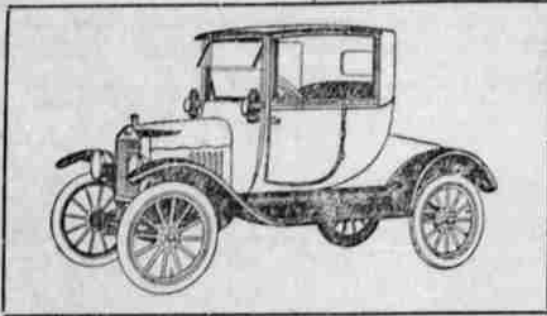


**Ford**  
THE UNIVERSAL CAR

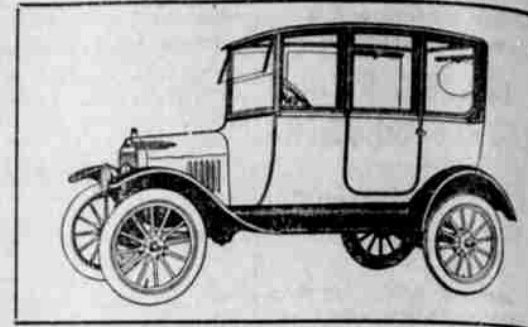
# We Will Meet You at the Auto Show



FORD COUPE—The Car for her

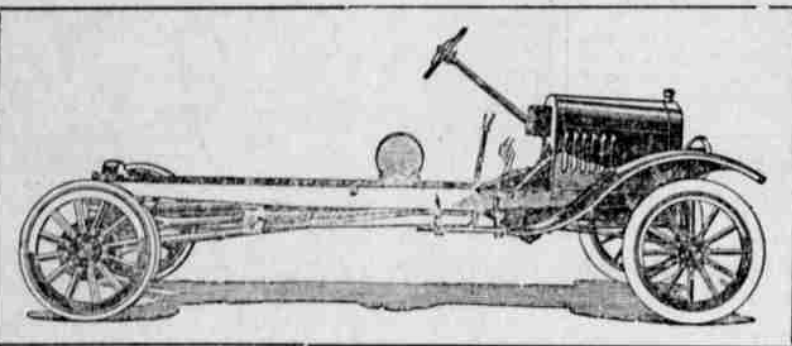
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**ARMORY**



FORD SEDAN—The family car

We will be pleased to demonstrate and explain in detail our products  
We carry everything for the Ford owner



FORD 1-TON TRUCK—The Truck for every purpose.

We carry a complete  
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FORD TRACTOR—The modern tiller of the soil

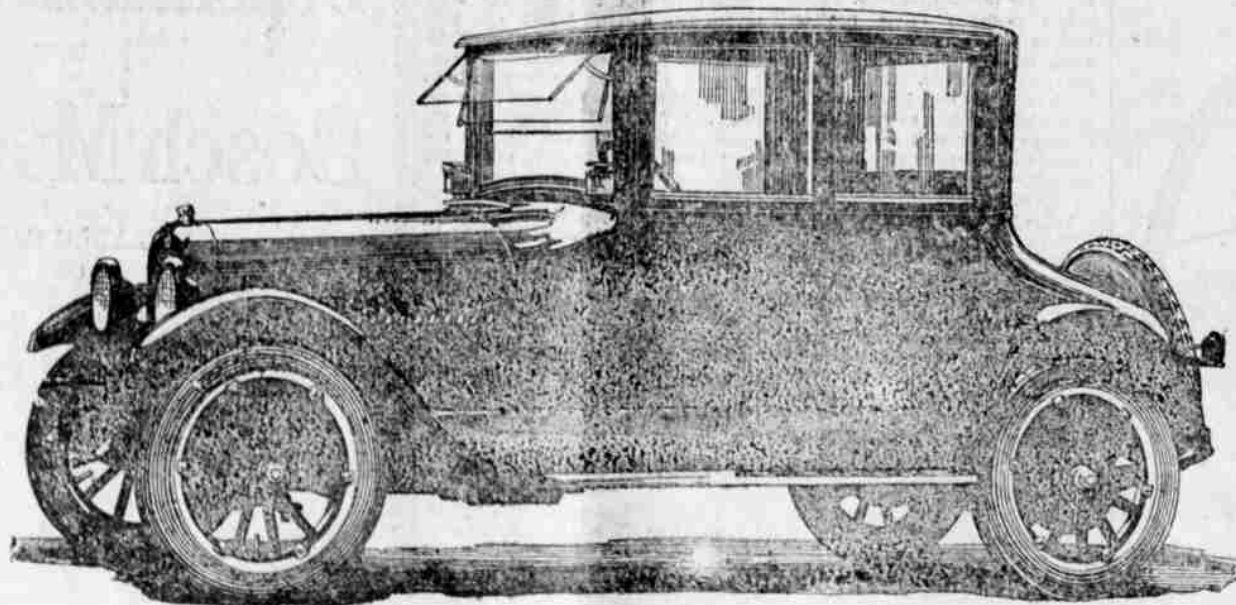
## C. A. LOCKWOOD MOTOR COMPANY

AUTHORIZED FORD DEALERS

### Studebaker Leadership

Studebaker is one of the world's largest automobile manufacturers, and a consistent leader in all developments of the automobile for the benefit of the user. Among its contributions in improved quality, better performance and greater value, may be mentioned:

- first to make extensive use of pressed steel.
- first to make six-cylinder motors in a single casting, or enbloc.
- first to produce a car with crown fenders.
- first to sell a six-cylinder car for less than \$2,000.
- first to use plate glass windows in top as standard equipment.
- first to use cord tires as standard equipment on a car selling for less than \$2,000.
- first to produce a car in which Molybdenum steel was used.
- first to produce a car, selling for less than \$1,500, with crankshaft and connecting rods machined all over.
- first to cast the intake manifold in the detachable head.
- first to use, and inventor of, the internal hot spot.
- first to use 20 degree inclined, silent operating valves.
- first to use, and inventor of, improved mounting and lubrication of engine accessories on front drive shaft.



**Studebaker**

WITH UNEXCELLED Manufacturing advantages and large quantity production *Studebaker* is able to offer cars of sterling high quality at prices which make them the most exceptional values on the market. *Studebaker* has always made price reductions as conditions justify. *Get our new prices at the Show.*

**C. O. THOMAS, Distributor**  
ROSEBURG, OREGON

### Studebaker Facts

Established 1852. Present capital investment, \$70,000,000.  
Plants in South Bend, Indiana—Detroit, Michigan—Walkerville, Canada. Second largest in the world.  
Plants cover 225 acres; buildings contain 5,987,000 square feet of active floor space and investment amounts to \$35,000,000. Inventories of raw materials, work in progress and finished goods, amount to \$20,000,000.  
Research and experimental laboratories, unexcelled in the industry, employ 100 skilled men. 12,500 machines used in 500 manufacturing departments. Average number of employees, 14,000.  
1,120 mechanical operations on the three models of Studebaker cars are accurate to one-thousandth (.001) of an inch; 360 to one-half of one-thousandth (.0005) of an inch.  
680 inspectors are employed in the plants; 9,500 inspections during manufacture before cars are passed for delivery. In addition, 500,000 laboratory tests are made annually.  
150 tons of castings made in Studebaker foundries daily. 85,000 tons of steel used by Studebaker annually.  
7,000,000 gallons of fuel oil used annually in heat treating and in drop forge furnaces. 85,000,000 cubic feet of gas used annually.  
Over 450,000 Studebaker cars produced and sold—valued at \$540,000,000.  
Studebaker cars are sold in all civilized countries and the trade-name "Studebaker" is a household word.