



# Ford New Prices

Effective October 2, the Ford Motor Company announces the following reduced prices on all Ford Cars and Trucks:

- Runabout - - \$265.00
- Touring Car - - 295.00
- Coupe - - - 525.00
- Four-Door Sedan 685.00
- Chassis - - - 230.00
- Truck Chassis - 370.00

All Prices F. O. B. Detroit

These are the lowest prices in all Ford history. With the recent changes and refinements that have been made in every body type, Ford Cars now offer new values in motor transportation. Especially is this true of the new Four-door Sedan with its streamline body and many added conveniences.

### The Fordson Tractor

The price of the Fordson Tractor has been increased \$25.00, making the present price \$420.00 F. O. B. Detroit.

You can take advantage of these new prices through the Ford Weekly Purchase Plan

C. A. Lockwood Motor Co.  
ROSEBURG, OREGON

## LAND SIX MAKES MANY FRIENDS HERE

... on schedule time, the True Blue Traveler number... Saturday on its safe... trip across the north... of the country. Here it... of its many successful exhibi... of what the leading automotive... are doing to help... demonstrations were held... the principal streets and on... of the city. The Traveler... by Don V. Bois, of the... of the factory staff, gave a com... and trying test of four... At varying speeds... the brakes, each time... his car to a halt almost... with perfect smooth... the slightest tendency... of developing. \* Going at the... more than 40 miles an hour... the Traveler to a halt... three car lengths.

... occasion to remove either hand from the steering wheel to operate his car or brighten or dim his headlights. The True Blue Traveler number 1, which visited here, is one of six stock touring cars which left the Oakland Motor Car company's factory at Pontiac, Mich., on tours that will embrace every state in the country. The route of number 1 included upper Michigan, Wisconsin, Minnesota, North Dakota, Montana and Idaho before it reached the station bordering on the Pacific. It is due to arrive in San Francisco, its terminal point, tomorrow. The demonstrations have been made on every conceivable kind of pavement and road. Roads of dirt, jumbo, clay, sand, gravel and tar surfaces—streets paved with cement, asphalt, wood block, brick, stone and tar surfaces—all these have been used as testing grounds to show the operation of the four wheel brakes. When weather conditions were propitious or when time permitted having the city fire department wet down a street, the demonstrations were made on wet surfaces, the hardest test a brake can be subjected to. And without one failure stops were made with skidding eliminated. Other features of the new 1924 Oakland beside the four wheel brakes and centralized control include permanent tops with really weatherproof side curtains, a new L head motor carrying the well known Oakland 15,000 mile guarantee, disk wheels, single plate disk clutch

which permits gear shifting at 45 miles an hour speed, and reversed leaves in the springs which eliminates the need of snubbers and give the car a remarkable ease when riding the roughest roads.

Durants and Stars are now sold by 3600 dealers, who look after sales of these Durant-built cars in 35 foreign countries and Canada.

### Your Auto Electrical Equip- ment Needs Attention Expert Attention

We are automotive electrical experts—no tinkering or experimenting goes on in this shop. It makes no difference what has happened to your equipment, we can repair it. You may bring in the crumpled remains and we will make a starter or generator of it.

### We Repair Anything Electrical Service Station

For Robert Bosch, Spiltdorf and Kiveman Magneton  
Armature Winding—Guaranteed Work  
The Only Exclusive Automobile Electric Shop in Douglas County

W. R. BROWN  
Automotive Electric  
Service  
Roseburg, Ore.



## CAR IS IMPROVED THEN PRICES CUT

DETROIT, Mich., Oct. 16.—Ford cars are today at a new low price level through an announcement effective October 2, made by Edsel B. Ford, president of the Ford Motor company, Detroit.

This reduction in the prices of Ford cars and trucks is in line with the well established policy of the company. It is notable also that this decrease closely follows the introduction of many changes and improvements throughout the Ford lines.

The new list prices on Ford cars f. o. b. Detroit are as follows: Runabout, \$269 to \$295; with starter and demountable rims, \$350; touring car, \$298 to \$298; with starter and demountable rims, \$380; coupe, \$530 to \$525; four door sedan, \$725 to \$685; Ford chassis, \$235 to \$230; one-ton truck chassis, \$380 to \$379.

The new prices apply to the Ford weekly purchase plan. Persons enrolled under the plan and who have not yet taken delivery of their cars automatically benefit by the reduction in prices.

The last price reduction by the Ford Motor company was made about one year ago, October 17th, last, bringing the prices of the Ford cars at that time to the lowest level in the history of the company.

The big reduction in the price of the Four Door Sedan brings it within reach of a large field of buyers. This type sedan was introduced in the Ford line a little over a year ago, and because of its low, graceful lines, its roominess and its attractive fittings, it at once came into high favor as an enclosed car for family use.

The price of the Fordson tractor is increased from \$395 to \$420 f. o. b. Detroit.

No change is made in the price of Lincoln cars and none is contemplated, a company announcement says, stating that the Lincoln prices are considered fair in view of the number of improvements which have been made in the cars.

## OREGON-MADE TIRES GIVING GOOD SERVICE

According to Alfred A. Aya, vice-president and sales manager of the Columbia Tire corporation, the motoring public is swinging back to the buying of better grade tires. Mr. Aya has had exceptional opportunities to study this phase of the tire business during the last few months as he has covered 12,000 miles throughout the northwest calling on dealers who handle C-T-C Tires, the product of his company.

"During the last three or four years," says Aya, "there has been a marked tendency for the motorist to 'try out' one make of cheap tire after another in his effort to dodge the rising prices of that time. Now, partly because he is 'fed up' and partly because the prices have reduced somewhat he is gradually returning to the practice of buying quality tires. We feel that the C-T-C, a tire bidding for popularity on quality alone, although no higher than any other good tire in price, will ride into immediate demand on this wave of better tire buying. The Columbia Tire corporation has practically completed its distribution in Oregon and has, as well, strong dealer connections in almost every large city from San Diego to Seattle."

It has also been announced that the Canal Tire company, one of the largest tire houses in Seattle, has discontinued three nationally known tire lines to handle the C-T-C Tire exclusively. Since the sales development work of the Columbia Tire corporation has been carried on less than a year, this wide distribution and the complete "coverage" of the territory is regarded as a splendid achievement by local merchandising authorities. Mr. Aya states that there are 225 dealers in Oregon alone who are looking forward to a big year in 1924 for this new product of Portland.

## TO BE SAFE, DO NOT TAKE ANY CHANCES

It is well to drive as if everyone else on the road was foolish, crazy and intoxicated. Then you know that you will have no accidents. If you drive so that the other fellow has to look out for you, you may come to grief. If everyone drove that way motor accidents would pile up faster than they happen now, and you know there are enough and then some.

It is a good idea to drive as if someone was going to pop out of every side street. If you handle that car of yours with that idea in view, you will find that you are prepared for cars coming shooting out of side streets, private driveways and other sources of danger. You will be looking ahead far enough so that you will see a car coming and act accordingly. Many a wreck has been caused by some car coming into a main

traveled highway at a rate that was far too great.

Good drivers don't allow their cars to skid either. They have them in such perfect control that they can stop them no matter how slippery the streets. They do this by driving carefully, and keeping the car's tires in good condition at all times, and under all conditions. In fact, the careful driver seldom has serious trouble. Of course, he takes the chance of having some fool run into him, but not so great a chance as you may think.—Drive carefully.

### WATCH OIL CAREFULLY

Although an engine may consume only a gallon of oil every thousand miles or so, it is unwise to trust to previous experience in this respect when touring. Some time in the course of each day—not the first thing in the morning when the oil will be stiff and difficult to pour—a sufficient dose should be given to the engine to bring the level up to the maximum mark on the indicator. And remember that the use of cheap oil is not economy. Only the best, no matter what the price, should be used.—Automobile Digest.

### DRIVERS IN LONDON MUST BE WONDERS

Of the many things a tactless driver in London must know before he is permitted to drive a car are the names of 32,000 streets, and the nearest routes to them, all the squares, gardens, parks and public buildings, his way out of London to a distance of 20 miles and various driving and conduct rules.

## USED FORD CAR BARGAINS

- 1917 Touring - \$75
- 1918 Light Delivery - 140
- 1920 Touring - 200
- 1921 Touring -
- 1922 Touring -
- 1922 Roadster -
- 2 Ford 1-Ton Trucks, each 175

### Other Makes of Cars

- 1920 Chevrolet Touring
- 1918 Mitchell Touring
- 1920 Lexington Touring
- 1921 Oakland Six Touring

All Cars Priced to Sell at Your Terms

C. A. LOCKWOOD  
MOTOR CO.  
Roseburg, Oregon

# The Brand New Oakland '6' is here!

—and prices are lower

Think of it! A brand new, finer looking and even better performing Oakland at lower prices—prices never before associated with such a thoroughly fine car.

Note these new features—many of them exclusive.

Brand new L-head engine. Smoother, quieter, more powerful.

Four-wheel brakes for safety. Simple—practical—proved.

Beautiful new blue bodies built by Fisher.

Hand controls centralized on steering wheel.

Full automatic spark control at all speeds.

Permanent top and new type, close fitting curtains.

Disc steel wheels standard at no added cost.

Disc clutch and new easy shifting gear set.

- Five-Passenger Touring Car . . . . \$ 945
- Three-Passenger Roadster . . . . . 945
- Three-Passenger Sport Roadster . . . . 1095
- Five-Passenger Sport Touring . . . . . 1095
- Three-Passenger Business Coupe . . . . 1195
- Four-Passenger Coupe . . . . . 1345
- Five-Passenger Sedan . . . . . 1395

Prices f. o. b. Pontiac

These facts and prices will astonish you, but wait until you see and drive the True Blue Oakland and compare it with others!

G. W. BURNETT, Dealer

Roseburg Garage

Roseburg, Oregon

# The True Blue Oakland '6'

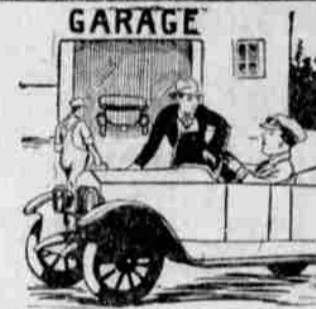


A Nation-Wide Demonstration  
"Six True Blue Travelers"—with thousands of miles of test duty already on their speedometers—are touring the country to demonstrate the remarkable efficiency buyers of these 1924 Oaklands will receive, even after months of the most grueling service.

### PROPER WAY TO BRING AN AUTO TO A STOP

The proper way to stop a car under ordinary circumstances, when plenty of time is available, is to begin reducing speed from a point fifty or more feet from the place where the stop is to be made. It is a good plan when the brakes are used to ap-

ply them and release them alternately, allowing the clutch to remain in engagement meanwhile. As the car draws near the stopping place, release the clutch. This method of applying and releasing the brakes is practiced by locomotive engineers and it is more effective than jamming them down and holding.



### A JUST ACCUSATION

We accuse you of being indifferent to the safeguarding of valuable property if you are risking the repair of your automobile with anyone who is not capable of expert work. Motor knowledge must be up-to-date in every respect. We guarantee satisfaction.

Hall & Young

Phone 238 631 Winchester

## What is the WILLYS-KNIGHT Sleeve-Valve Motor?

HAVE you ever watched a magician perform some mysterious, seemingly complicated trick that amazed you because it seemed so difficult—only to have him later explain how really simple it was?

You feel much the same way once you grasp the simplicity of the Knight motor. Instead of the hammering of cams against push rods, the clicking of springs and the lift of valve-heads, you have two simple metal sleeves which glide silently up and down between the cylinder wall and the piston, one working within the other. Ports, or openings, in these sleeves register with each other and with the cylinder ports at proper intervals, forming large and unobstructed passages for intake and exhaust gases.

The function of the sleeves is simply to regulate the intake and exhaust of gas. They are not called upon to hold compression as are the valves in other motors.

There are but 92 parts in the valve mechanism of the Knight motor. Compare this with 302 parts in the valve mechanism of the best known poppet-valve car in its price class and you can then appreciate why the Knight motor is recognized by well-posted, impartial engineers as the simplest, most trouble-free type of motor ever invented.

## Willys-Knight Motor Cars

GLENN H. TAYLOR

Service Garage

Roseburg, Oregon