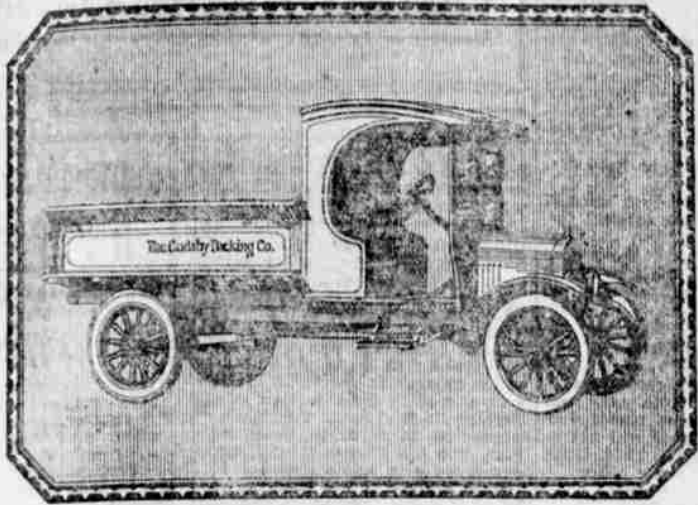




Ford

Truck Chassis
\$370 base



Flat board body type, ideal for packers, plumbers and others handling heavy merchandise. Body types to meet every hauling requirement can be supplied.

A dividend-paying business utility—a title the Ford One-Ton Truck has earned for itself through years of reliable service in diversified lines. Powered by the famous Ford Model T engine through the Ford planetary transmission and special Ford worm gear, it brings to the business man for his delivery service the abundant power, reliable operation, and real economy for which the Ford product is notable everywhere.

It carries its load day in and day out with a minimum of attention. Its ease of handling adapts it for use in the limited areas about loading docks, warehouses and construction locations. Giving rapid, dependable hauling service at low initial cost, and at the lowest possible expense for operation and upkeep, it pays the highest dividend on the investment of any motor transportation equipment available to the business world.

These trucks can be obtained through the Ford Weekly Purchase Plan.

C. A. LOCKWOOD MOTOR COMPANY
ROSEBURG, OREGON

Ford

CARS • TRUCKS • TRACTORS

AND USED IN EFFECTIVE TEST

San Francisco, Oct. 31.—In order to test the power of the Overland with the new motor, an interesting test was made last week by Earl G. Dedrick, sales manager of the Willys-Overland Pacific company.

"We took a stock Overland car from the salesrooms floor and loaded five husky salesmen in it and drove down Van Ness avenue to Francisco street, the famous brick hill, where automobiles are tested for power," states Dedrick. Following us was another Overland in which five adults were riding.

"The motor of the second car was stopped at the foot of the hill at Polk and Francisco streets, and a rope attached over the rear axle of the front car and the front axle of the rear car. The motor of the forward car was started.

"Slowly the leading Overland with the new, powerful motor, pulled the second car over the hill, without a stop. There were five men in the forward car weighing over 500 pounds and five in the rear car weighing 900."

- DODGE BROTHERS DEALERS SELL GOOD USED CARS**
- Good Used Cars make firm friends. We have two good reasons for making as many friends as possible. One, because it pleases our conscience. Two, because friends return.
- Good values for today—**
- Dodge Brothers Touring 1917 production. Overhauled and mechanically perfect. Price low at \$475.00.
 - Dodge Brothers Touring 1918, first class condition, new top, \$569.00.
 - Dodge Brothers 1923 Touring Practically new. Accessories worth \$260.00. Unusual value for \$575.00.
 - Dodge Brothers 1920 Touring Thoroughly rebuilt, new paint, new tires, \$725.00.

J. O. NEWLAND & SON
DODGE BROTHERS DEALERS
ROSEBURG, OREGON

WILLYS-OVERLANDS ARE IN BIG DEMAND

LOS ANGELES, Oct. 30.—Demand for the popular price cars of the Willys-Overland line has so far exceeded calculations that the Willys-Overland company was forced to raise its October production schedule for the standard Overlands, model 91, from 515 to 600 per day. A further raise to 650 per day during November is in contemplation.

October promises to be a big month for Willys-Overland in southern California with 228 Overlands and 190 Willys-Knights registered during the first 13 days, a total of 428 as compared with 549 for all of September.

"During the first half of the month," says L. J. McCracken, manager of the Los Angeles branch, "we delivered 769 cars to dealers in this part of the state." "Unfortunately, however, these deliveries included a few of the new Overland Champions, which caught on so well from the start that orders for 121 of them were placed the first week of their showing here. We are supplied with enough Red Birds to assure immediate delivery, but shipments of Overland 91 are far behind orders. Of course we have not enough Willys-Knights to meet the demand. We never have. The present shortage of them is 150. Buying has turned in the direction of all closed models of the Willys-Overland line so that sales of them now equal those of open cars."

BRIGHT HEADLIGHT CONSTANT MENACE

OLYMPIA, Wash., Oct. 27.—In addition to the state highway patrol work, the safety division of the department of efficiency is paying special attention throughout the state to the matter of proper light adjustment. While the state does not attempt to exercise jurisdiction over the kind and make of the lens or the type of headlight, the law does provide certain light projection requirements, chief of which is that at a distance of 75 feet from the car the light shall not rise more than 42 inches above the level surface upon which the car stands. "Blinding headlights is one of the greatest menaces of the road," said Director McArdle in discussing this subject, "and is responsible for a large share of the accidents. The chief fault is not in the lens, for some of the most difficult to adjust are those having a prismatic effect in deflecting and diffusing the light; but any headlight not properly adjusted and shooting high is a blinder and dangerous. Our patrolmen are busy about the state checking up and testing lights, while garages in practically all the larger towns and cities are acting as headlight adjusting stations. Every driver ought to see to it that his lights are properly adjusted." "This matter of lights is the chief topic considered in circular letter No. 2, being sent to all members of the Highway Safety club, which is now well above 2000 members and growing rapidly.

More than 522,000 freight car loads of autos, trucks and parts, excepting tires and chains, were shipped last year.

A NEW LOCK MAKES DURANT THEFT PROOF

Owners of all Durant four cylinder cars, thanks to the new transmission lock with which they are now equipped, are assured of positive protection against theft.

The new locking device has been coming through on Durant models received from the plant during the past two weeks and will continue to be regular equipment, it is understood.

That the lock is the last word in protection against theft will be readily admitted when it is understood that it has been given a Class A rating by the underwriter's laboratories in which it has been tested. This means that the owners of Durant cars equipped with this device secure the lowest premium rate for insurance against theft. With this transmission lock it is impossible to shift the gears from neutral and it is impossible to lock the car unless the shifting lever is in neutral position.

Don't count too much on the common sense of the other fellow. No one is 100 per cent alert all the time.

ROSEBURG MAN SEEN AT STAR CONFERENCE

Last week was a big week for the Star organization of the Pacific northwest with a visit to Portland of Norman De Vaux, president of the Star Motor company of California. Forrest Arnold, sales manager of the company; C. H. Beebe, director of sales promotion and advertising, says the Oregonian.

The occasion was the first annual northwest conference of the Star organization, and some 50 men were in attendance. Throughout Tuesday business sessions were held at the Mahanah hotel, and that evening a banquet was served, followed by a program of entertainment.

The conference was made notable by the presence here of Mr. De Vaux, head of the Pacific Coast Star company and one of the leading automobile men of California. Mr. De Vaux is a former Portlander, having been in the automobile business here for a couple of years, and he took advantage of the visit to renew acquaintances.

It was back in 1908 that Mr. De Vaux first entered the automobile business in Portland, joining with F. W. Vogler in the formation of the Northwest Buick company. This was continued until 1910, when Mr. De Vaux went to California to enter the automobile business there. The company thus formed has since grown into the Northwest Auto company, now controlled by Mr. Vogler. Needless to say, Mr. Vogler was with Mr. De Vaux much of the time while the former Portlander was here, and both men obtained great pleasure out of the visit.

Among the out of town people to take an active part in the conference, was Leo Rapp, of Rapp Brothers, Star Dealers at Roseburg.

Carburetor troubles due to leaks and too rich a mixture are more apt to be caused by wear on the natural parts comprising the fuel system.

Five million three hundred thousand gallons of gasoline were consumed by automobiles in the U. S. in 1922.

During the first nine months of 1923 Star ranked fifth in California with 9,228 and third in Oregon with 2,992 sales.

NO CAR ON THE ROAD

Steers more easily or rides more comfortably than the Willys-Knight five-passenger touring. Owners report an average of 18 to 20 miles to the gallon.

Willys-Knight Motor Cars
Glenn H. Taylor
Service Garage Roseburg, Ore.

Brand New True Blue



All for \$945

- Brand New Engine—Very latest six-cylinder design. Smoother, quieter, more powerful.
- Four-Wheel Brakes—Simple, tried and true, giving added safety under all conditions.
- Brand New Bodies—Seven Fisher-built bodies, finer and smarter with rich blue finish.
- Centralized Controls—Surprisingly convenient arrangement of all controls on steering wheel.
- Disc Steel Wheels—Now standard on all of the seven new models. Extra wheel included.

Be sure that the car you buy incorporates the very latest in automobile design. The brand new Oakland is the last word in light-six construction. See it.

G. W. BURNETT, Dealer
ROSEBURG GARAGE ROSEBURG, OREGON

- Touring Car - \$945
 - Sport Touring - \$1095
 - Business Coupe - \$1195
 - Roadster - \$945
 - Sport Roadster - 1095
 - Coupe for Four - 1345
 - Sedan - \$1395
- All prices f. o. b. Pontiac, Mich.

SEPTEMBER TOTAL AUTO BUYERS 2288

According to the Oregon recapitulation of Motor Registration News there were 2288 new passenger cars sold in that state during September.

The ten leading makes contributed 1976 sales as follows: Ford, 958; Chev-

rolet, 438; Overland, 123; Star, 113; Buick 110; Studebaker, 81; Dodge, 79; Willys-Knight, 37; Maxwell, 37.

Motorists contribute \$500,000 annually in fines toward the expense of the city of New York in one of the magistrate's courts.

Buick led in San Francisco in September with 274 sales. Chevrolet was second with 256; Ford third, with 242; and Studebaker fourth, with 87.

HUDSON

SEDAN

NOW REDUCED TO \$1895

Freight and Tax Extra.

Custom-Built Quality At a Quantity Price

The entire production of America's foremost custom-body builder is devoted exclusively to this one model. That not only assures the finest workmanship, but makes possible a price not equalled among luxurious cars.

ROY CATCHING
Service Station and Sales Rooms
Phone 438
East Oak and Main Streets Roseburg, Oregon

We have a completely equipped machine shop, and are prepared to do any sort of Automobile Repairing. Competent workmen in charge.