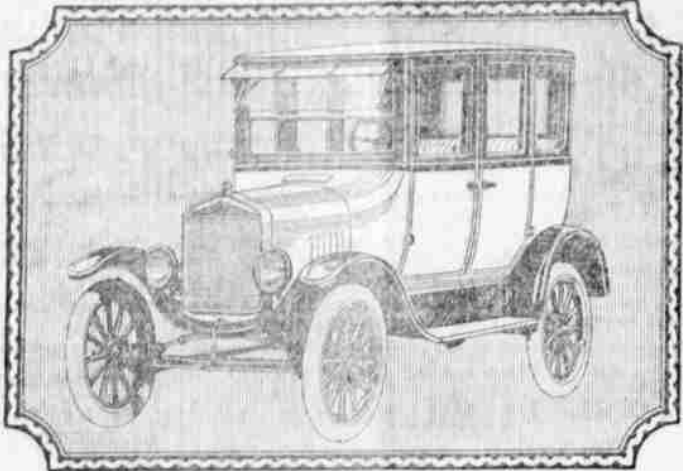




Ford Four-Door Sedan



\$685 ^{less tax}, fully equipped.

Inside and out, the new Ford Four-door Sedan shows improvements of far more than usual importance.

It is lower and sturdier in appearance. New cowl, hood, radiator and apron add size and finish to the front. Sun visor, and wide, well-finished aluminum doors with bar handles perfect the design of the body.

The lasting lustre of the exterior finish is equalled in richness by the

soft brown shades of the silk window curtains and the deep broadcloth upholstery.

Dome light, door locks, window regulators and handles, all finished in nickel, complete a refinement you would expect only at a far higher price.

Convenience, utility and economy have established Ford supremacy. The Four-Door Sedan adds to these factors greater Ford prestige.

This car can be obtained through the Ford Weekly Purchase Plan

C. A. Lockwood Motor Co.
AUTHORIZED FORD DEALERS
Roseburg, Oregon

Ford

CARS · TRUCKS · TRACTORS

ESSEX CAR ENDS AN AMAZING YEAR

There certainly must be a strong strain of the nomad in Antoni Malachowski, who has just completed a 47,000 mile journey in his Essex touring car. He has visited virtually every state in the union, and some of the tales he can tell of experiences on the road are as wild as the adventures of Buffalo Bill.

He bought his car in 1920 at Mountain View. For two years he toured around the country roads in the immediate vicinity of his home, then on July 13, 1922 he packed his camp outfit and started out to see the country.

His first destination was Tijuana via Los Angeles and San Diego, then back to San Diego and across the mountain road by the Imperial valley, encountering eighty miles of detour through Devil's canyon.

After visiting the various towns and cities of Imperial valley, he came back to San Bernardino, Los Angeles, Bolinasfield, and then San Francisco. Various side trips such as the Big Trees, Sequoia National Park, etc., occupied his time for several weeks, then he wandered over the Tioga pass to Lake Tahoe and back through the Truckee pass to San Francisco.

Turning his car north he drove to Crater Lake and Portland, over the Columbia highway as far as Tacoma, visiting Rainier Park, Seattle and Vancouver, then southeast to Yellowstone National Park.

In the Rocky mountains he crossed the continental divide four different times and reached altitudes of 9000 to 10,000 feet.

No point of interest between the Yellowstone and the New England States was missed. He drifted from town to town and state to state, the winter months finding him in the vicinity of New York. At that time he had covered 28,000 miles with practically no repair work on the car. A general inspection and one-ounce paint job put the car in condition for spring traveling, and as soon as snow was gone he continued his wandering.

EFFICIENCY DEPT. LOCKWOOD CO.

With the increasing demands of an ever growing business that is reaching to the farthest corners of Douglas county, the C. A. Lockwood Motor company has found it expedient to add another department to their already complete establishment. The hundreds of Ford cars throughout this section, and the almost numberless Fordson tractors owned by the farmers here, has made it necessary to maintain an efficiency department in Roseburg for the express purpose of taking care of the problems confronting owners.

Charles Norton, formerly of Detroit, where he was employed by the Ford Motor company at the time Henry Ford commenced to manufacture tractors, has been secured for this important position here. Mr. Norton was the efficiency man with Ford at that time, and later was transferred to the experimental department of the Dearborn tractor plant, working directly under the

supervision of Mr. Ford. Three years ago Mr. Norton came west and became identified with the Portland branch, having charge of the tractor end of the business and giving instruction to the Oregon dealers and service men. Mr. Norton will always be at the service of Ford and Fordson owners in this part of the state, and his long experience will enable him to answer any questions or solve any problems that may arise in the minds of owners in Douglas county.

The service department and repair shop of the Lockwood Motor company in this city have recently been reorganized, many time and labor saving devices installed for the benefit of Ford and Fordson owners. The shops are in charge of an efficient foreman and trained mechanics employed to look after the demands made upon them. In future, it was announced by Mr. Lockwood today, the shops will be run on a strictly Ford schedule of prices, with a standard guarantee on any job, and every car and Fordson will be subjected to personal inspection by the efficiency department before being turned over to the owner.

Jake Noan, who was badly hurt at the Powers logging camp last spring, at which time he suffered a badly crushed leg, has just returned from a nine-weeks' stay at a hospital in Salem where he received treatment. He is able to limp about now without aid of a cane.

Four leaps ahead and still growin', the News-Review.

A Story From Carter's Tire Shop

He sighed ha, ho, hi, hum, ah, shoot. I heard his footstep come around the corner with a slow and sluggish tread. As he passed under my window he sighed—ha, hi, ho, hum, ah, shoot. I looked out of the window and saw it was an elderly man going to work at an early hour in the morning. I thought to myself, "Why did he sigh that way? Is the ego or the I within dissatisfied, weary and tired of living in the body, and wants to withdraw and go home? No, that cannot be the trouble, for the I within always fights to stay as long as it can in the body. Then what is the trouble, and why did he sigh—ha, hi, ho, hum, ah, shoot? He is thinking wrong—that's all."

Teachers of the Scriptures, through all the ages, have told you that "as a man thinketh, so is he," and yet you will not believe. Now, then, Nick is going to tell you a simple story of boyhood days and convince you of this fact.

We will go back 40 years ago, way down south in Dixie Land. I am going to tell you about my first sweetheart. Now grin and laugh—I know you will—but that makes no difference. I will make my point just the same. I met my sweetheart first in the springtime when the buds were swelling and the flowers were in bloom. How I fell for that girl no language can express or tell. How short the time seemed while in her presence; how I could work all day long and never tire, for I was constantly thinking of her. I remember I was plowing down in the field, and I kept the mules stopping. Dad came down and said: "Son, do not plow the mules too hard; the ground is a bit heavy and pulls hard." I answered back:

"Aw, they ought to stand as much as I can. Go on, Beck and Pete. And on I went, never stopped and never tired, my mind in bliss and heavenland, thinking of nothing only my sweetheart and what a good time I would have next Sunday."

This pleasant state of mind went on for a few months, then the change came. Another boy appeared on the scene, and being finer looking and a better talker, walked off with the prize. And then how long the days did seem, how hard my work appeared to be; how I did snap and snarl at my team—my mind full of hate, jealousy and anger. Daddy came down to the field and said:

"Son, why do you fuss with your team so much? I never heard you fuss so much before. If you are not feeling well, take out the team and go to the house and rest."

Was I sick? Well, yes, I guess I was. I was heart-sick—I was sick all over; I was sick from the bottom of my foot to the top of my head. I went all to pieces, and as I lay there on my bed that night, rolling and tumbling, tears from my eyes had wet the pillow. I sighed—ha, hi, ho, hum, 'tis hell. Happiness is a state of mind. "As a man thinketh, so is he."

Now, remember, Nick came from the stock that stood at the stake. He is a square shooter. Bring in your tire work as well as your rubber boots and shoes, and I will do you a good job, 'pon my word, I will.

NICK
445 North Jackson Street.

If You Are Up Against It
way out on a country road, with no garage or repair place in sight, you can always go to a telephone and call us up. We will send our service car and haul you back to our repair shop, where your car will be put in fine shape once more.

Hall & Young Garage
N. Winchester St.
Phone 225 Roseburg, Ore.

New 1924 THE STAR CAR

"I will give to the world the greatest light car value ever produced." —W. C. Durant

THE BIRTH of the original Star Car back to the Summer of 1922—just a year

Much interest was displayed by the public in the new light car, and on the part of the motor-wise there was an immediate recognition of the wonderful qualities contained in the chassis.

From this class were recruited 125,000 owners within the year just passed. They are men and women who know about cars who respect their own judgment and who act on it.

They realized that despite an absence of the outer emblems of quality, usually associated with cars of the highest grade, the Star Car could compete with the best of them in intrinsic merit. They bought and they have not regretted. In that year the average cost for replacements has been only 25 1/2 cents per car—a phenomenally low rate, and one which bespeaks the correctness of design of the Star Car.

\$630 Roseburg Delivery

RAPP BROS

County Distributors, Phone 371
West Cass and Pine Streets
Storage and Service

HUDSON SEDAN \$1895

ALUMINUM BODY BY A FAMOUS BUILDING
The Hudson Sedan gives custom-built quality with price advantage of hundreds of dollars over comparable fineness and chassis excellence.

More Than 70,000 Coaches in Service
At practically open car cost, the Coach combines closed car comforts with famous chassis quality, increasing thousands find it meets every need, saving in cost.

Hudson Prices	Essex Prices
Speedster \$1295	Touring
7-Pass. Phaeton 1350	Chalet
Coach 1375	Coach
Sedan 1895	

Freight and Tax Extra

On the Greatest Super-Six Chassis Ever Built HUDSON COACH \$1375

ROY CACTHIN
Service Station and Sales Rooms
East Oak and Main Streets
We have a completely equipped machine shop, and are prepared for any sort of Automobile Repairing. Competent workmen.

OVER 7000 FORDS ARE BUILT DAILY

DETROIT, Mich., Nov. 21.—Under the constantly growing demand for Ford products, domestic assembly plants of the Ford Motor company, working at capacity in order to meet

three increasing requirements, established a new production record for the week ending Tuesday, October 30. The Ford News announces daily output during the steady period averaged in excess of 7,000 and brought a total of 42,251 cars and trucks for the week, exceeding by 302 the previous high mark set

up during the week ending September 25. The lowest day's production of the last week was 6,850 and the highest 7,122.

The present record-breaking production of the Ford Motor company is of especial significance, continuing as it does through this period of the year when winter months are at hand and when car deliveries as a rule begin to show declines. It reflects a generally prosperous condition in the country in which Ford products seem to be enjoying a large share.

The Fordson tractor plant turned out 1,426 tractors during the week.

At the Lincoln division of the company, production moved up to a new record for the week ending Tuesday with an output of 225 cars, 504 more than the previous week with its record of 217.

ATTRACTIVE SALES ARRANGEMENT PLANS

Changes in the building of J. O. Newland & Son, local Dodge Brothers dealers, are being made to provide for a better showing of parts and accessories in connection with automobiles. Lighter modern steel auto parts storage bins and racks, of a \$15,000 stock inventory, have been ordered to take care of the Dodge Brothers car parts carried in stock. Close attention will be ordered to facilitate the display of automotive supplies.

All the sales divisions will be grouped in the corner show room, while space will be provided in the rear part of the newest building for the storing of used cars ready for sale. The repair shop is to remain where it is with arrangements to be made for the construction of a larger building to take care of the ever-increasing service trade.

The building of these different departments is expected to save much time and effort in looking after the sales part of the business. The assortment and variety of automotive goods carried by the dealers will be displayed to a better advantage after the alterations are complete.

Display value of the windows to both tourists and local patrons is considered good, because the build-



Timkin and New Departure Bearings

Genuine Delco, Remy and Auto Light Parts
U. S. L. BATTERIES

"Service," Our Motto

Roseburg Service Garage
Stevens, Lane and Rice Streets

Is the Old Bus About All In?

Does she rattle and wheeze like a one-hoper? You are afraid to use the repair man what it will cost to fix her up, but—

DO YOU KNOW SARFF'S Auto Wrecking House

329 N. Main St.
Can sell you used parts that are as good as new at

About Half Price
See Sarff First Phone 553
Save Time and Money



If You Are Up Against It
way out on a country road, with no garage or repair place in sight, you can always go to a telephone and call us up. We will send our service car and haul you back to our repair shop, where your car will be put in fine shape once more.

Hall & Young Garage
N. Winchester St.
Phone 225 Roseburg, Ore.