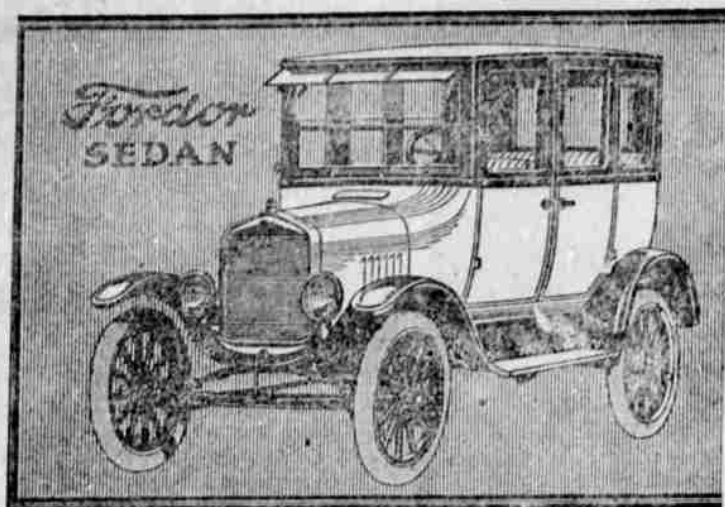
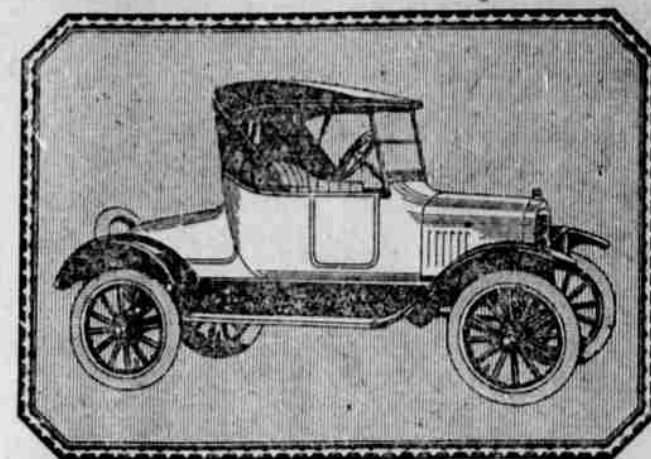




The
New Touring Car
\$295

Ford
THE UNIVERSAL CAR



Lower Priced Than Ever Before A Striking Value—at \$295

New Roadster

KEEP UP WITH THE WORLD

YOU CAN DO IT IN A 1924 FORD CAR

Prices On All Late Model Ford Cars Are Lower Than Ever Before
And Our Payment Plan Enables Every Family to Own a 1924 Ford

The 1924 Fordor Is a Beauty

This is the Aristocrat of the Ford Motor Co., and found favor with the automobile buying public immediately after it was introduced, this fall. Priced below any possible competition, the Fordor is at once the sturdiest five-passenger sedan produced, has all the comfort of most other makes of car, and with its roomy interior is a constant delight to the whole family. The car is lower and sturdier in appearance, and its new cowl, hood and radiator add size and finish to the front. Sun visor, wide, well-finished aluminum doors and bar handles combine to give the car a superb finish.

Fully Equipped \$685 f. o. b. Detroit

Touring Car, 1924 Model

Every driver of the New Model Ford Touring Car has the satisfaction of knowing that his car is the equal of any machine on the road in matter of capacity to stand up under all sorts of hardship, besides the sloping windshield and Raised Hood gives a distinguished appearance to the car.

1924 Model is a Striking Value at \$295 f. o. b. Detroit.

THIS CAR HAS NO SUPERIOR FOR SERVICE

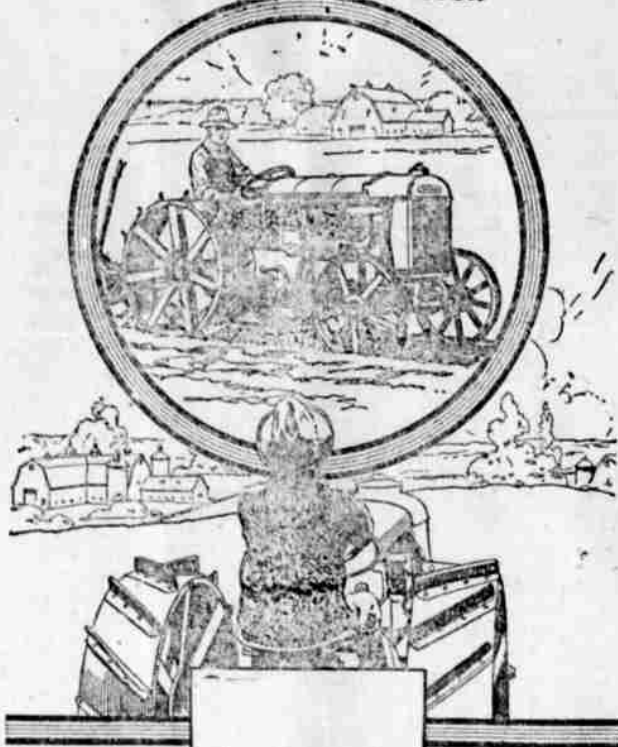
That New 1924 Roadster

More Ford Roadsters are used than nearly all other Roadster makes combined. There is a reason for this, and it is the ability of the Ford Roadster to come up with its original pep at the end of every day's hard grind that is required by the busy people in every town. The 1924 Roadster has all of the improvements found in other models, such as might be expected in cars of a far higher price.

\$265 f. o. b. Detroit

Fordson

THE UNIVERSAL TRACTOR



\$420
f. o. b. Detroit

1924 Coupe is a Dandy

The new model Ford Coupe is the finest thing in its line traveling the highways of the country. Young men and commercial travelers find them the most convenient and economical car. They give the service, are good lookers, and always ready for business, warm and comfortable on a winter day. They are so modestly priced that any young man can boast a Ford Coupe.

\$525 f. o. b. Detroit

Light Delivery Ford Truck

The Light Delivery Body and truck chassis combine to make this just the type of car the business man or truck gardener must have to build up his business and compete with other concerns. These trucks, as well as all other Ford models may be bought on the Ford Weekly Purchase Plan. If you are a dairyman, a grocer, a gardener, or any of the many other business men, buy a light delivery and be up-to-date.

\$390 f. o. b. Detroit

Ford All-Purpose Truck

If you were to ask a hundred—or a thousand—Ford truck owners why they use Ford trucks in preference to all others, they would likely say, "Because the Ford stands up." They know that under the endless grind of daily service the Ford stays on the job month in and month out, with very little mechanical care, and with practically no expense for repairs or replacements.

Fordson, the Universal Tractor

With a Fordson one man can do more work easier, and at less expense than two men can do with horses. With a Fordson you can actually raise more crops with less work, lower costs and fewer hours of work.

Of Course You Need a Car or a Tractor. Let Us Show You How Easy It Is For You To Get a Ford

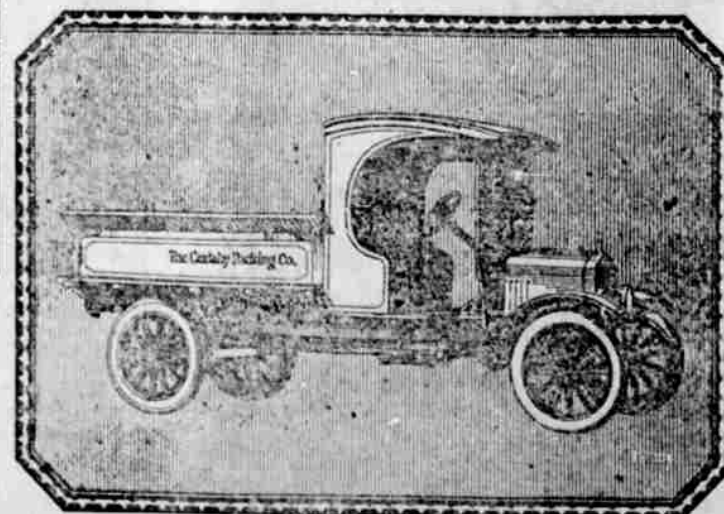


Enclosed body type especially adapted to general light delivery work.
Body types to meet every hauling requirement can be supplied.

C. A. Lockwood Motor Co.

Roseburg, Oregon

Ford
CARS · TRUCKS · TRACTORS



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