

One of Roseburg's Big Motor Car Industries



Sales Room and Business Offices of C. A. Lockwood Motor Co., Oak and Rose Streets.

(By C. A. Lockwood.)

With the closing of 1923 we are finishing up the best business ever experienced by the C. A. Lockwood Motor company, and in order to demonstrate let me state a few facts connected with the growth of Ford car and tractor sales in this county since April 12, 1920, at which time the writer became owner of the Ford Motor company in Roseburg.

At that time our contract with the Ford Motor company was 244 for the year of 1920, which we considered quite a large estimate to be sold at that time. We employed eight people which was sufficient to carry on the business.

During the months of October, November and December of 1922, and January, February and March of 1923 the Ford Motor company put on a campaign to sell an increase of 100 per cent more cars, trucks and tractors than was sold the corresponding months previous.

At the close of the campaign the Ford Motor company presented us with a gold star as an award of merit for selling the 100 per cent increase. During this campaign this gold star was presented to but nine dealers in the state of Oregon, out of a total of 103 and we are mighty proud to be one of the nine.

Beginning October 1 of this year, running until March 31, 1924, the Ford Motor company has put on another campaign to sell a 65 per

cent increase over the 100 per cent increase of last year, and so far to date we are even with this increase. This fact alone shows us that business this year is considerable better than last, and from all indications will continue to be so throughout 1924.

We have sold more tractors than any other dealer in the state of Oregon, which speaks well for conditions in Douglas county. We have sold to date this year 705 cars, trucks and tractors—of this number 425 were new sales and 280 used cars—the largest volume of business ever done in the history of the Ford Motor company of Roseburg.

We are now employing eighteen people and have a pay roll of approximately \$30,000.00 a year. Our total business for the year of 1923 will reach not quite one half million dollars. There are but two things that we contribute this volume to and they are the quality of Ford products and the service we are able to give to the owners of Ford cars, trucks and tractors.

We carry a parts stock of approximately \$10,000.00 and are able if necessary to build a car or tractor from the stock. We also have the largest supply of automobile accessories for all cars in southern Oregon. Our tire line is sufficient to take care of all sizes for any car.

There is one branch of the automobile business which all dealers

dislike and that is the used car department. I will venture to say there is less than five per cent of automobile dealers handling any make of car that make any money in the used car business. It is a problem that all automobile associations the country over are trying to solve and it is my candid opinion that with the next two years there will be no trading in of the used cars and the owners will be required to dispose of their own cars.

Speaking of business in general, in spite of forward buying, it has continued active, and as the business curve indicated, October registers an improvement over September. The manufacturing output averages about normal, except in periods of "booms," when capacity production is seldom reached. The present level of output means active business, good business means normal business and not a boom. Prosperity, too, means normal business and not a boom. Present indications point toward the maintenance of a high volume of consumption for the coming months. The outlook for business during the first half of 1924 is a gradual improvement, with a firm or moderate raise of price, a marked expansion in building operation, increased demand for automobiles, further buying of railroad equipment and activities along general lines are the reasons for this opinion of 1924 conditions.

plished in an isolated valley whose rivers have no outlet to the sea. It lies midway between the Pueblo and Mexican region, and shows affinities with the culture of both.—Detroit News.

WHERE ARE THE INVENTORS?
The time is here again, and yet no one has invented a handy set of unbreakable resolutions.

A scientific report just issued by the Smithsonian Institution Dr. J. Walker Fawkes of the bureau of American ethnology describes crockery showing scenes of and figures from the daily life of a people whose very existence was doubted until a few years ago.

On the bottom of a broken jar there is a gambling scene representing three men playing a game with dice, the spots on which can be plainly seen. This artifact was found near Deming, in

plished in an isolated valley whose rivers have no outlet to the sea. It lies midway between the Pueblo and Mexican region, and shows affinities with the culture of both.—Detroit News.

WHERE ARE THE INVENTORS?
The time is here again, and yet no one has invented a handy set of unbreakable resolutions.

The New Year Vigil

BY BENJAMIN R. BULKELEY

HOW many confess to a feeling of marked, though somewhat indefinable impressiveness in the passing from the old to the new year? Arbitrary, in a sense, though the time is, we all know that the change of date from one year to the next gives us a jog for a few days, if only to show us how easy it is to open a letter with last year's date. It may be there is a short-lived resolution not to make such a mistake—and then there goes the slip!

But how many treasure the midnight hour, when the year is passing and would not for any demand that is ever made by sleep or anything else, let that point of time pass unconsciously on their part. No one can furnish us statistics, let us assume; and yet who would care? So much is it an individual matter, this sitting out of the old year, that one might well say that there are two classes of people, as in so many other regards:

Those who care and those who don't. In fact, those who don't may wonder what good there can be in staying out of bed so late, unless other matters besides arbitrary time have our interest—just to say good-by to the old year and some kind of welcome to the new. To such it makes no difference that poets have marked the time in well remembered verse. Such, of course, when perchance they may be awake at the special pointed moment which separates the years, do not eagerly turn to the familiar verse:

Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light,
The year is dying in the night;
Ring out, wild bells, and let him die.

This we say because there are two types of people both having virtues of their kind—and one needs not to judge the other—and to one there is no special appeal in what moves the other in the spell of the passing year. People of the other class welcome the words which emphasize the moments grouped about the nick of time which points the passing year, and recall again and again with each recurring opportunity, some impressive word picture, as

'Tis midnight's holy hour and silence now
Is brooding like a gentle spirit o'er
The still and pulseless world.

Stirred by these words written the better part of a century ago, one sees the white landscape held in the vigorous embrace of winter and is not slow to find a "holy hour" in the vigil of the new year.

The Nineteenth century was not complete of course, until it had its full 1,900 years. The first of January, 1900, was the beginning of the last year of the old century.

But such a time is, of course, so exceptional that one cannot infer any widespread interest in the passing year, saving to allow that a goodly number in churches share annually in such services. How far individuals treasure the privilege of the New Year vigil one could not well make confident assertion.

It came to notice recently that Hawthorne, as recorded in the "Memories" by his daughter, Rose Hawthorne Lathrop, was impressed by the choice moments of the passing year—and, poet-soul that he had, though not given to making verse, yielded a very sensitive response to the midnight appeal. For she says: "My father used to treat the Old and the New Year with the deepest respect. I never knew the moments to be so immense as when, with pitying gentleness, we silently attended the old year across the ghostly threshold of midnight, and my father at last rose reverently from his chair to open the window, through which, at that breath, the first peals would float with new promise and remembering toll."

Apart from the more somber and sentimental individual considerations, we know that in the newspaper treatment of the time, the past year will be summed up in various ways, in general or in detail, the indications for the year to come will be set forth with such wisdom as the writer may command and each one in his way come into some touch with a wiser regard for the past and the future. Yes, from myriads will come response to Tennyson's words of long ago:

Ring in the valiant man and free
The larger heart, the kindlier hand;
Ring out the darkness of the land,
Ring in the Christ that is to be.



Said Father Time To Young '24

"—THROUGH THAT GLASS OF MINE PASSES ALL KNOWLEDGE, ALL EXPERIENCES, ALL DREAMS, ALL REALITIES. MARK YOU WELL THE WRITING ON THAT GLASS—'IT PAYS TO SAVE.'"

YOUNG '24 IS PAYING ATTENTION AS YOU CAN SEE AND IT LOOK AS IF HE IS CONVINCED.

REMEMBER IN YOUR CASE
—IT PAYS TO SAVE—PARTICULARLY IN THIS STRONG BANK.

FIRST STATE & SAVINGS BANK

ROSEBURG, ORE.

"THE SAVINGS HABIT IS A GOOD HABIT."



To Each and All Greetings

Salutations! The year 1923 has been good to us—and let our fervent wish be that 1924 will find us at peace with the world and ourselves.

Blessed with almost everything the good Providence could give us, far removed from the strife and tribulations of the other side of the world, we are indeed thankful that the opening of the new year finds us in such an enviable position.

And 1924 dawns with the greatest of hope—that hope for continued prosperity; a greater unity of purpose and a better feeling of brotherly love.

Once more we extend to you a happy and healthy New Year.

THE PALACE OF SWEETS
"TRY OUR NOONDAY DINNERS"

Culture Center

HEINLINE CONSERVATORY

Complete Course in all Departments of Music, Dramatic Art, Decorative or Pictorial Art and Physical Education.

Kohlhagen Building

Phone 390
Roseburg