

Ford

THE UNIVERSAL CAR

Looking Ahead

LAST Spring a total of 350,000 people were disappointed in not being able to obtain deliveries of Ford Cars and Trucks, as orders were placed faster than cars could be produced.

The demand for Ford Cars and Trucks this Spring will, according to all indications, be far greater than last Spring.

Winter buying has been increasing at a greater rate than ever before.

Actual retail deliveries the past 60 days totaled 308,170 Ford Cars and Trucks, an increase of 1,961 a day over a year ago.

Over 200,000 people have already ordered Ford products on our purchase plan, the majority of whom will take delivery in the Spring.

The above facts are given with the suggestion that you list your order promptly with a Ford dealer if you contemplate the purchase of a Ford Car or Truck for use this Spring or Summer and wish to avoid delay in delivery.

Ford Motor Company
Detroit, Michigan

You need not pay cash for your car. You can arrange to make a small deposit down, taking care of the balance in easy payments. Or, you can buy on the Ford Weekly Purchase Plan. This puts you on the preferred order list and insures delivery of your car at a time to be determined by yourself.

C. A. Lockwood Motor Co.
Authorized Ford Dealers
Roseburg, Ore.

OVER 15 MILLION MOTOR CARS IN USE

Nineteen hundred and twenty three registration of cars and trucks total 15,221,183 or 90 per cent of the world's cars.

In its annual statistical review of the automobile industry, the B. F. Goodrich Rubber Company shows a total for 1923 of 15,221,183 cars and trucks in this country. This is an increase of 2,939,738 or 23.9 per cent over 1922, when the total was 1,281,445. Nearly 90 per cent of all the world's cars are found in the United States.

Nineteen hundred and twenty three was a record breaking year in the automotive industry. Every state in the Union registered a gain in the number of cars in use. New cars produced totaled 4,014,000, an increase of 50 per cent over 1922, the previous record year. Today there is a car for every seven people in the country. Ten years ago there was one car for every seventy inhabitants.

Four states now have over a million cars, any one of them having twice as many cars as England, Ireland and Scotland combined. New York is the leader with 1,214,090, a gain of 211,787 over 1922. California advances to second place with 1,085,340, a gain of 243,277 over last year, the largest numerical gain in any state. Ohio is third with 1,074,000. Pennsylvania ranks fourth with a registration of 1,064,825. The gain made in any of these states during the past twelve months is far in excess of the total registration of all of Asia.

Nevada continues in last place with a total registration of 15,700, showing an increase however, of 222 per cent over 1922.

Arkansas shows the largest percentage gain with 44.3 per cent more vehicles than were in operation a year ago. West Virginia is second with 43.7 per cent more cars and trucks and Alabama is third with an increase of 40.6 per cent. The smallest percentage gain, 5.2 per cent, was made in South Dakota.

Motor vehicles continue to play an important part in the growth of every section of the country. Five agricultural states, Iowa, Kansas, Minnesota, Missouri and North Dakota, now have 1,948,551 cars in operation, and during the past year registered gains ranging from 8.1 per cent to 22.2 per cent. In the south the average gain was approximately 30 per cent, with Alabama, Florida, Louisiana, South Carolina and Mississippi well above this figure. Six of the more densely populated states, New York, California, Ohio, Pennsylvania, Illinois and Michigan, have a combined total of 6,136,216. This is equivalent to the country's registration five years ago, or twice the present registration of the world excluding the United States. The gain in these states last year, 1,237,352, is double the number of cars now owned in all of Canada.

There is one motor vehicle for every seven people in the country. The most cars per capita are found in California, where there is one for every 3.2 inhabitants. When this average is maintained throughout the country we will have nearly 23,000,000 cars in use. Were it possible to support such an average throughout the world, there would be 245,000,000 cars in use, or enough to provide five cars for every inhabitant of the United States.

DODGE BROTHERS TYPE-B SEDAN

To the admirable sturdiness and all-year protection of this Sedan, Dodge Brothers have added refinements which further enhance its value and desirability.

The car is long and low, with deep seats and abundant leg room. New springs—underslung in the rear—add immeasurably to the comfort of riding.

With these and other notable improvements, the Type-B Sedan will distinctly appeal to those who demand beauty as well as utility in the car they drive.

The price is \$1250 f. o. b. Detroit—\$1475 delivered.

J. O. Newland & Son

Dodge Brothers Dealers, Roseburg



STEEP GRADE MADE IN AMAZING STUNT

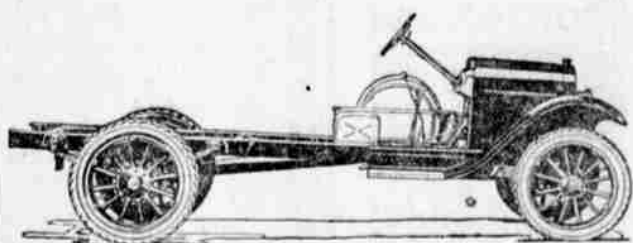
OAKLAND, Calif., Jan. 29.—Continuing a meteoric flash into the automobile "stunt" world, a Star touring car has been successfully driven to the summit of "Motorcycle Hill" in Oakland, opposite the Joaquin Miller home, under the watchful eye of

M. L. Sohen, an Oakland newspaper representative.

The car was driven over the grade, estimated at greater than 40 per cent and long the bugaboo of gasoline propelled vehicles, by C. C. Chadsey, a salesman for R. A. Doty, Inc., Star dealers of Oakland.

The climb is over a road that is for the most part of the corduroy type, and covered with soft, loose dirt.

Chadsey himself was unsuccessful in his first attempt to make the grade, according to his own story. The car he used was purchased in October, 1923, and has traveled more than 26,000 miles. It was a stock touring car.



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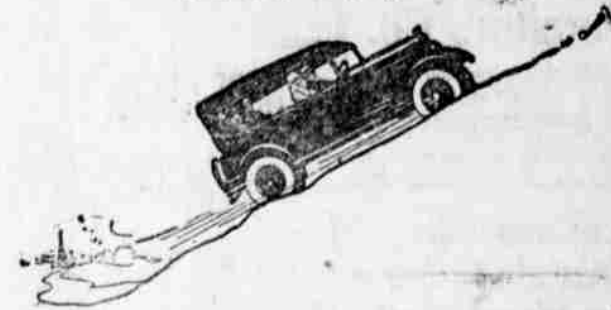
OUR skilled mechanics will find out what is wrong with your car very quickly and correct the wrong with ease. To let trouble run is to make more trouble and eventually your car will be ruined. Better drive it to our shop today.

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Touring **\$495**
f.o.b. Toledo

12,000,000,000 FOR CARS

For the next twelve months times as much money will be spent on automobiles in the United States as it takes to run the government. The estimated expenditure on trucks and their maintenance is \$1,000,000,000.



The BOSCH Electric Windshield Wiper

Automatic—
Powerful—
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Quiet—
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Costs Nothing to Run—
Speed Is Constant—
Simple—
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