



REMOVAL SALE

We are moving into our new location soon. Now is your opportunity to purchase guaranteed Used Cars at greatly reduced prices.

Our large used car stock to choose from.

PRICES \$30 UP
Your Neighbor Drives a Used Car

C. A. LOCKWOOD MOTOR CO.

THIS COAST TAKES 50,000 CHEVROLETS

With the production of more than half a million passenger cars and trucks in 1925, the Chevrolet Motor Company is now at the close of its greatest year.

Out of a grand total of Chevrolet built during the past 12 months, the Pacific Coast motorists alone purchased over 50,000. It is significant of the wealth and prosperity of the far west, when the people of this great territory are financially able to buy one-tenth of the total number of automobiles contributed to the entire world by such a vast organization.

Chevrolet's achievement is a record for the automobile industry as a whole, for the 1925 figures have never before been approached by any manufacturer of selective transmission automobiles. This mark tops the company's own previous record by 60,000 cars.

Some idea of the enormity of this production may be gained from the following statistical illustrations.

If the 500,000 Chevrolets built this year were lined up on a transcontinental highway with 17 feet of space from bumper to bumper, they would make a solid line between San Francisco and New York.

On the Pacific Coast, the 50,000 vehicles delivered during the past 12 months, would cover the Pacific Highway from Tijuana, Mexico, across the United States to the Canadian border with a steady stream of cars spaced 175 feet apart.

Paid attendance at football games held at colleges, junior colleges, normal and high schools throughout the land last autumn is estimated at 2,500,000. All of this vast throng could be transported to and from the contests at one time by the 1925 output of Chevrolet.

In actual money, considerably over three hundred millions of dollars were spent for Chevrolet automobiles since January 1. A general tendency toward thrift in this particular part of the country is evidenced by the fact that on the Pacific Coast more than \$22,500,000 was saved out of earnings and invested in the comfort and service that is combined in a Chevrolet motor vehicle.

The 500,000 car production of this company represents a greater number of units than was built by its manufacturing organization during its entire first eight years of existence. Chevrolet's present production figure is higher than the number of cars built by all companies in the first 29 years of the industry.

In anticipation of another record-breaking year in 1926, the Chevrolet Motor Company has greatly extended its field organi-

zation. This expansion program involved the opening of new zone offices in New York, Cleveland and Omaha. Additional sales and service buildings have been completed at four other zone points. With well over two million cars and trucks already to its credit and one of the most promising years of the decade ahead, Chevrolet has an excellent opportunity to repeat its present achievement by making 1926 the greatest year of its history.

PRICE REDUCTION AMAZES BUSINESS

Dodge Brothers announcement of a tremendous price reduction was a bombshell in the ranks of the automobile industry, developments have proved.

The announcement, made last week, declared that the new low prices would be made public on January 7th but that they would apply retroactively on all retail sales made after midnight December 15th.

Completion of a \$10,000,000 expansion program including new buildings and equipment of great magnitude, were cited as the reasons that made the reductions possible, even though improvements are being made constantly in the quality of Dodge Brothers product.

News papers in New York and other metropolitan centers comment freely on the fact that many other manufacturers were contemplating increases in prices on account of the enormous advance in rubber costs. The Dodge Brothers announcement leaves them in a quandary, as it would not seem consistent to the public if one manufacturer were able to make a big reduction and others simultaneously announce they were forced to increase.

The following extract from an article by E. Y. Watson, automobile editor of the Detroit News, is typical of the comments on the rubber situation and the threatened general advance in automobile prices:

"Automobile manufacturers, according to a survey of the Detroit factories made last week, face the possibility of being forced to increase the prices of cars by January 1 because the prices of tires have been rising continually

throughout the year, due to the British crude rubber restriction. Many of them believe that the increases will be such as to wipe out any benefit the public is to gain from the two per cent Federal excise tax reduction ratified by Congress.

"Up to now the tires put on new cars by the makers have been bought on the basis of crude rubber prices that prevailed months ago, when the crude rubber rate was as low as 26 cents a pound. Since that time, owing to the limitation placed on export by the British government prices have risen by leaps and bounds. They range from \$1.00 to \$1.10 per pound.

"This makes it cost the tire makers from \$8.00 to \$12.00 more to produce each tire in various sizes. The consequence is that the automobile makers in the medium price field will have to pay the tire makers from \$35.00 to \$50.00 more than they have been doing this year to equip every car they turn out. This added expense must naturally be taken into consideration in estimating retail prices and it will be up to buyers of new cars to dig down for an extra amount—how much has not been determined yet. "The price relief to be gained from last week's two per cent tax reduction on a \$1,500 car on which the tax has up to now been \$60, will amount to approximately \$22, while the very minimum added cost under the new tire price schedule approximates \$38 according to calculations.

"The factory purchasing agents can see no way out of it; neither can the tire makers."

Dodge Brothers did, however, and have so announced to the world.

EVERGREEN GRANGE ELECTS OFFICERS.

Evergreen Grange met in regular session December 26 with all officers in their chairs and every member but four present.

Members of Evergreen have been very busy providing funds for the needs of the Grange. The ladies of the Home Economics Committee have held a food and fancy work sale that brought in good returns.

A new stairway has been built, a signboard for the hall painted, and other improvements have been made.

All officers for the present year have been elected, and the list sent to the State Secretary. The Roster is as follows: Master, Mrs. Ione Morrison; Lecturer, Mrs. Jessie Thomas; Secretary, Mrs. Geo. Winston; H. E. C., Mrs. H. Binders.

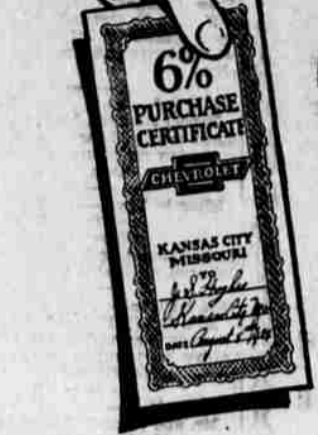
Evergreen is looking forward to a very busy year in Grange work.

Roseburg's new ballroom, The Oriental Gardens, will open Wednesday, Jan. 6. Here there.

GOODYEAR FORD BALLOONS 29x4.40 \$15.75 EACH

Lockwood Motor Co. Roseburg

Save now for a Chevrolet



We Pay You 6%

Get ready to drive a new Chevrolet. It's easy to do the Certificate way.

Come in tomorrow and choose the model you prefer. Make the first down payment—say \$5—and we issue to you a Chevrolet Purchase Certificate that pays you 6%. Weekly or monthly you keep adding to your Certificate savings. When your payments plus this 6% interest equal the cash delivery payment, you drive the car away and take care of the balance in regular monthly installments on the lowest time payment plan in existence.

All money which you pay on your Certificate is deposited in a trust fund at a bank. In addition to this safeguard for your Certificate payments, both the bank and we ourselves are insured by a strong, well-known insurance company so that absolute protection for your funds is assured.

If you now own a car, we will credit your Certificate with an additional 6% on all service, repairs, and accessories which you buy from us. This is in addition to the 6% interest earned on the money you invest in your Certificate.

Here is the simplest, safest, easiest, thriftiest way to buy a car ever devised. Come in today! Learn how easy it is to own a quality Chevrolet.



- Touring . . . \$525
 - Roadster . . . 525
 - Coupe . . . 675
 - Coach . . . 695
 - Secon . . . 775
 - Commercial . . . 425
 - Express Truck . . . 550
- ALL PRICES F.O.B. FLINT, MICHIGAN

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Ore.

REMOVING SALE REMOVING

Tires—Tubes—Automobile Accessories

Our new building is rapidly nearing completion, and to save the expense of moving, we are now offering Bargain Prices on all sorts of Auto Accessories.

BETHLEHEM	HERE ARE JUST A FEW OF THE PRICE REDUCTIONS IN EFFECT	BETHLEHEM
SPARK PLUGS, THE BEST FOR FORDS PRICED FOR THIS SALE	30x3½ Red Tube, each \$1.50	SPARK PLUGS, THE BEST FOR FORDS PRICED FOR THIS SALE
4 FOR \$1.59	30x3½ Cord Tires \$6.75	4 FOR \$1.59
	30x3½ Penn. Vacuum Cup, large oversize tires, with O. S. Cord Tube..... \$14.00	
	\$9.00 S. & M. No. 70 Spot Lite \$6.35	
	\$7.50 Kay Bee No. 8 Roadlight..... \$5.50	
	\$7.00 Aristocrat Bar Cap with Motor \$5.50	
	\$1.50 Rain E Day Windshield Swipe 85c	
	\$18.50 Hassler Shocks \$15.00	
	\$2.25 Scandinavia Trans. Lining..... \$1.65	
	\$3.25 17-inch Ford Steering Wheel..... \$2.50	
	\$7.00 Electric Windshild Swipe..... \$5.50	
	\$5.25 Electric Windshield Swipe..... \$4.00	
	\$1.60 Vulcanizing Kit..... \$1.10	
	Now is the time to buy and save money—Stock will not last long at the above prices. Everything reduced.	
	See our big window for specials.	

C. A. Lockwood Motor Co.

Fords Fordsons Lincolns

WHEN YOUR CAR GOES ALL WRONG

Protect the nerve centers of your car—the electrical equipment—just as you would protect your own nerves. When the nerve centers of your car get out of kilter, go to an electrical specialist just as you would to a nerve specialist if your own nerves run down.

So advises the W. R. Brown Automotive Electric Service, Authorized Electrical Service Station of United Motors Service in this city. "It is on the electrical equipment that the motorist depends for the starting, lighting and ignition of his car. He is so used to its consistent and reliable performance that he is often inclined to forget those sensitive nerve centers.

"No matter how perfect the design and workmanship of the electrical equipment, it cannot continuously be expected to give a good account of itself unless it is kept in first-class condition through systematic inspection, adjustment and the use of genuine parts when replacements become necessary.

Before going too deeply into this so-called "pirates" parts evil, it must be recognized that even today there are many motorists who do not understand the meaning or significance of the term "pirate part" or "imitation part."

In general, the original parts manufacturers are the ones who make the complete electrical equipment used on your car. Their reputation depends entirely upon the service you obtain from that equipment. The imitation or "pirate" parts manufacturer is one who attempts to imitate certain commonly used parts of the original parts manufacturer's equipment. He is wholly interested in large profits without responsibility. Has no reputation to uphold, in that he did not design the complete equipment. His entire attention is concentrated upon keeping his manufacturing cost at the lowest possible figure so that he in turn can offer these spurious parts to the trade at a very low price. This imitation parts manufacturer has comparatively little regard for quality.

Often the car owner purchases imitation parts quite innocently simply because he has not taken the pains to inquire as to the kind of parts the service station plans to use.

If car owners would only exercise the same caution securing service for their car (insisting on the use of genuine parts) as they do when eating mushrooms instead of toadstools, there would be far less trouble for Mr. Motorist in the daily operation of his car.

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Heat with gas. This is the place for repairing your car here for that repair job you contemplate. All work guaranteed. SERVICE CAR AT YOUR CALL. Hall & Young Garage 631 Winchester St. Phone 338

Candy for New Year's day—None better than our hand-rolled chocolates or delicious box assortments. Lloyd Crocker.

Chas. S. McElhinny "The Widow's Friend" Oregon Life 248 North Jackson

You are entitled to complete service; demand it. We believe when a merchant advertises service, the service should be complete. He should have a telephone for your convenience in ordering and deliver the goods without extra charge. We offer you the advantage of the telephone and delivery service as well as the lowest possible prices for quality foods. We give credit to those to whom credit is due, which is another service rendered. ECONOMY GROCERY O. L. JOHNSON Phone 63 The Store That Serves You Best. 344 N. Jackson St.

School Children's Clothes Cleaning Week! Bring this coupon and get all GRADE children's clothing cleaned this week at HALF PRICE. Name Address Yours for a healthful New Year. IMPERIAL CLEANERS

TO BE SURE SARFF'S Auto Wrecking House 329 N. Main St. Has parts for most all makes of cars at a big saving to you, also has a good proposition for light truck trailer with 6-in. solid tires. Good p to two ton. We build trailers to order for touring cars. Old cars bought for wrecking. Phone 553