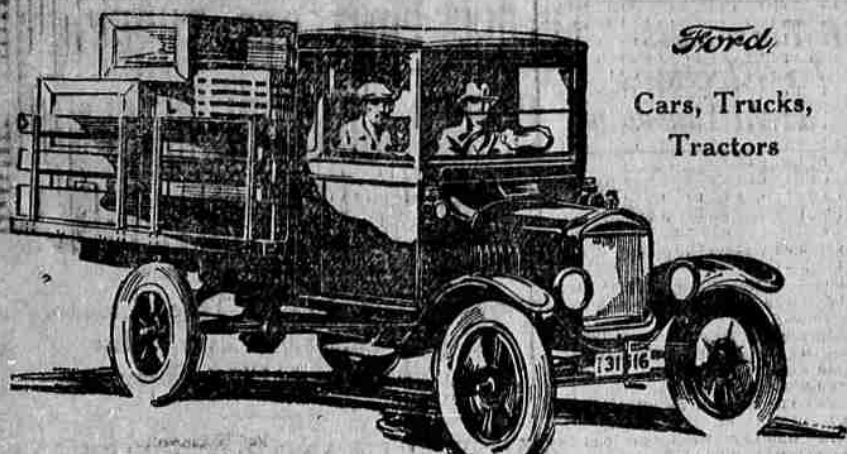


AUTOMOBILE NEWS



Stability Is Built Into Every Ford Truck

They are on the job 365 days in the year in every State.

Registrations prove that over half of all trucks in service in the United States today are Fords.

Lowest first cost, lowest upkeep and ability of Ford Trucks to function under heavy loads on all sorts of roads at all seasons of the year has made millions of Fords popular.

We can furnish you with a Ford Truck equipped with just the body your work demands, and you can buy any Ford Truck or Car of us on easy payments.

C. A. LOCKWOOD MOTOR CO.
Oak and Rose Sts. Roseburg, Oregon

BUICK ADDS NEW MODEL FOR 1927

Buick has added another model, and an unusually smart one, to its already extensive line of 1927 cars with the introduction this week of the model 54CC, an open coupe on the series 128 chassis.

This newest addition to the Buick line provides every convenience and comfort of the coupe plus the advantage of a top which folds into a small pack when the weather makes an open car desirable. Previous to its introduction by Buick, this popular body style has not been available outside the custom class on a chassis of the size and power of the 1927 Buick.

The Buick open coupe is in every respect a fitting companion to the other deluxe jobs in the 1927 line. An extremely smart effect is obtained with the low, natural fabric top over a body of duotone Winchester blue Duco. The molding in Winchester grey, a natural red stripe in the center of the molding is edged on both sides with a narrow gold Duco stripe. The wheels are dark natural wood with patrol red striping on the felloe and spokes.

Like other Buick roadster and coupe models, the new job carries a low diekey seat in the rear deck. There is also a side door for easy access to the rear deck compartment. The inside of the deck is finished throughout and is fitted with a foot rest. Aluminum steps with rubber pads provide an easy means of entrance to the diekey seat.

The windshield is of the one piece type and is of weather proof construction. It swings out to provide ventilation. There is also a ventilator in the cowl.

The top is covered with the finest quality double texture fabric, with the inside completely lined to match. It folds into a very small, compact package, considering the substantial quality of the material and construction, and in a straight line with the body.

The upholstery and trim is the best quality hand buffed leather, applied smoothly. There is a wealth of nickel trim used throughout. The windows may be raised or lowered at will, with the top either up or down. This feature offers an unlimited number of ventilating combinations which take care of every conceivable driving and weather condition.

One of the most appealing features of this model is a remarkable freedom from rattles, brought about by its sturdy construction and by the exceptional quiet and smoothness of the 1927 Buick chassis. This accomplishment removes the chief objection hitherto found in cars of this type.

facilitating shop work, and the records of this department indicate an increase of 33.13 per cent during the last three months over the corresponding period of 1925.

Among other features of the business that is proving successful, and which appeals to patrons, is the modern paint shop. In this department many of the used cars are repainted before being offered for sale, and not only that class of cars come in for attention, but many individual owners send in their automobiles for repainting, and all corners acclaim the lacquer finish and color jobs turned out as being equal to the work done in the Portland shops or elsewhere. All painting is done by the pressure "gun" process, and not only stays on, but holds its finish. At the present time Mr. Lockwood's beautiful Lincoln car is just emerging from the paint shop department. Everything about the mechanical department is kept at highest efficiency, and all work that is put out carries a guaranty that patrons like. This feature is believed by the management to be one of the reasons that helps to keep the shops going at full blast all the time.

Everything considered, the Lockwood people are well satisfied with the growth of the business, but at the same time are arranging for greater activities for the future, believing that Douglas County and Roseburg warrant expansion plans for 1927.

CHEVROLET KEEPS SALESMEN ALERT

The successful manufacturing firm has always been ready and eager to progress in its methods of manufacture and sale. This has been especially true in the history of the Chevrolet Motor company, according to Fred N. Coats, Pacific coast regional sales manager.

"Salesmen generally get into a rut and are content to go along day after day with a minimum of work and a minimum of results," said Coats. "Chevrolet has endeavored to not only take them out of the rut they may be in, but to keep them out. One of these methods is in our 72-Car Club, a national Chevrolet organization based upon the sale of new cars and trucks over a period of twelve months."

The competition with other salesmen in the same firm, with other firms, with other districts and zones throughout the country created the necessary interest to give the man something to work for. Then the promise of an outing for the members when the returns came in at the end of the year proved an incentive and we were really surprised at the total membership when the roll was called the second week in September.

"Without belittling the work of those who won their place and membership in the 72-Car Club it is safe to say that most of those who did not qualify could have done so had they worked a little harder. On the Pacific coast the members were treated to a tour through the Oakland factory and a tour of San Francisco, besides a banquet at the St. Francis and a visit to the baseball games. Those in the eastern district were treated to seats at the Dempsey-Tunney fight in Philadelphia.

"Chevrolet is proud of these men and of their work, but instead of about 100 members here on the coast next fall I am confident the list will be at least twice as great."

Arundel, piano tuner. Phone 189-L.

TIRE PRICES AID TO HUGE SALES

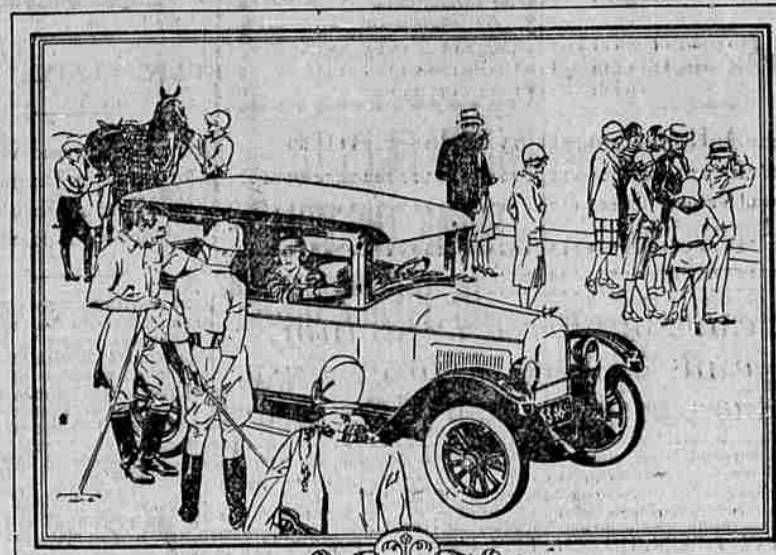
Tire quality is much higher and prices considerably lower than they were a few years ago, states R. A. Hartley, local manager of the Western Auto Supply Company, in discussing the added economies offered by his company's recent announcement of reduction in tire prices.

"5000 miles was considered good mileage from a set of tires a few years ago, but modern methods and quantity production have tripled that figure today, and we often see Western Auto tires that deliver mileage as high as 30,000 miles. The marked advance in quality is due to extensive research, perfection of machinery and methods, and economies in quantity material purchases made possible by the tremendous present day demand for tires."

Bearing out this statement Mr. Hartley points to Western Auto's latest price cut. He stated that the company is now selling the largest tire business in its history and the growing volume has enabled Western Auto to place huge and very favorable contracts making possible this liberal reduction. New prices, as advertised are the lowest in the company's fifteen years of business and are much lower than pre-war prices, yet the tires offered are inestimably superior in quality.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

BEAUTY in the European Type light-car that has swept the country



THE WHIPPET is the first American light car designed to meet modern traffic conditions.

A car engineered specifically for parking at jammed curbs—for lighting get-away at congested traffic crossings—for instant stopping in pedestrian crowded city streets. It will pick up in 13 seconds from 5 to 30 miles an hour. It will stop in 31 feet from a speed of 40 miles an hour. It will turn in a 34-foot circle—park in a 14-foot curb space. This new car has a low, European-type body, with height and weight in true symmetrical proportion. It is 5 feet 8 inches high—not as tall as the average man. Yet it provides

The Whippet offers these remarkable features

30 miles on a gallon of gasoline... 55 miles an hour... 5 to 30 miles in 13 seconds... 4-wheel brakes... turn in 34-foot circle... easiest car in America to park... greater safety... more leg-room than any other light car.

The Whippet America's New-Type Light Car

more leg-room and comfort than you've ever found in any American-built automobile of this class before. 4-wheel brakes are an integral part of this new chassis design... a necessity that light car owners have not hitherto enjoyed.

Whippet Sedan \$695; Touring \$615, and Coupe, \$685. All prices f.o.b. factory. Prices and specifications subject to change without notice.

The new Willys Finance Plan means less money down; smaller down payments and the lowest credit cost.

F. W. CHASE

317 N. Jackson

Roseburg, Oregon

Phone 399

THOUSANDS OF WAIFS

RUN CHILEAN STREETS

SANTIAGO, Chile, Nov. 3.—(A. P.)—More than 10,000 homeless children roved the streets of this city during the last year. Those battered waifs eked out a meager

existence by begging and made their domiciles wherever opportunity presented, sleeping for the most part in doorways. A bill has been presented in the chamber of deputies providing for orphanages to be erected at public expense.

NEW SPEED RECORD SET BY GREAT SIX

To the list of speed, power, stamina, and performance records established by Willys-Knight and Overland cars a new record was recently added when a Willys-Knight great six touring car established a remarkable time average between Denver and Cheyenne. The car driven by George Dyer of Denver flashed over this route clipping off 234 miles in four hours and three minutes and attaining a surprising average speed of 52.3 miles per hour.

Leaving the Western Union office in Denver at 1:43 a. m., as checked by officials of the telegraph company, the Willys-Knight touring car reached Brighton, 19.8 miles distant at 2:05 a. m. The car flashed through LaSalle at 2:33 a. m. and swept up to the Western Union time-checkers in Cheyenne at 3:48 a. m.

The outward run was made in two hours and three minutes while the homeward flash was accomplished in two hours flat. This time was established despite the fact it was necessary to change a tire. The time required for this repair was credited against the actual time of the run.

With Dyer were two Denver newspaper representatives who have acted as official observers on various runs and tests made recently by the Willys-Overland dealer in Denver.

It is their expression that the time established by the Willys-Knight great six will stand long, unexcelled. The maximum speed reached is recorded at 68 miles per hour.

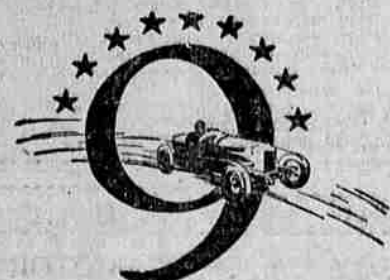
NOTICE JUNIOR HIGH P. T. A.

The Junior High Parent Teachers' association is behind the Student Body in their effort to put on the Dixie Jubilee Thursday evening, November 4th at the Junior high auditorium. We cordially solicit the patronage of the public at this program. Your presence will encourage the junior high student body in their first attempt to earn money for school activities. Mrs. R. D. Williams, Pres. Mrs. H. C. Darby, Sec'y.

LOCKWOOD MOTOR CO. CAR SALES SHOW PROSPERITY

Among the several business enterprises in Roseburg that employ a number of skilled mechanics, and whose pay roll is of inestimable value to the city, is that of the C. A. Lockwood Motor Co., who are the distributors for Lincoln and Ford cars and Fordson tractors.

Mr. Lockwood bought out the interests of W. A. Burr, at that time Ford dealer here, and immediately began an aggressive campaign of expansion, keeping everlastingly at it, and at this time is employing twenty-seven people in the sales department and shops, while the business of the company has increased steadily until it has become one of the largest of its kind in Southern Oregon. In spite of the fact that a lot of people have prophesied the automobile industry has reached the saturation point, the business done by the Lockwood Motor Co. during 1926 stands as contradictory evidence to all pessimistic propaganda. According to a statement made by Mr. C. A. Lockwood only yesterday morning, nine months of 1926, up to October 1, indicates that his company car sales for that period exceed the business done in 1925 by 57.9 per cent. During the same period of this present year Fordson tractor sales exceed those of 1925 by 2.8 per cent, which is considered a flattering volume of business when farm conditions have been taken into account. But despite two bad years for the farmers of the county, low prices on products from fruit to grain, and loss of demand through poor marketing, demand and unfavorable weather, the agricultural interests have rallied from depressions of all kinds and are going stronger than ever, which is foreseen in demand for tractors as well as automobiles. In addition, the farmers have also purchased two car loads of implements. Not only has the sales department of the company shown remarkable gains, but the mechanical end of the business has grown to most satisfactory proportions. With a few months past new machinery has been installed, thus



Great American Racing Stars

buy the

Greatest BUICK Ever Built

Within thirty days after its introduction, the Greatest Buick Ever Built received one of the greatest tributes ever paid a motor car.

Nine internationally famous A. A. A. speedway stars singled it out, above all other cars, for their personal use and for their families!

The racing aces who have thus demonstrated their approval of the New Buick are:

- * Frank Lockhart
- * Pete DePaolo
- * Cliff Woodbury
- * Fred Comer
- * Earl Cooper
- * Dave Lewis
- * Frank Elliott
- * Bob McDonogh
- * Bennett Hill



MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

HUDSON-ESSEX

Reduces Prices \$100 On All Models

Effective October 15th

NEW PRICES

ESSEX COACH . . \$ 695
HUDSON COACH . \$1095
Hudson Brougham . \$1395
Hudson 7-Pass. Sedan \$1495

All Prices F. O. B. Detroit, Plus War Excise Tax

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.