

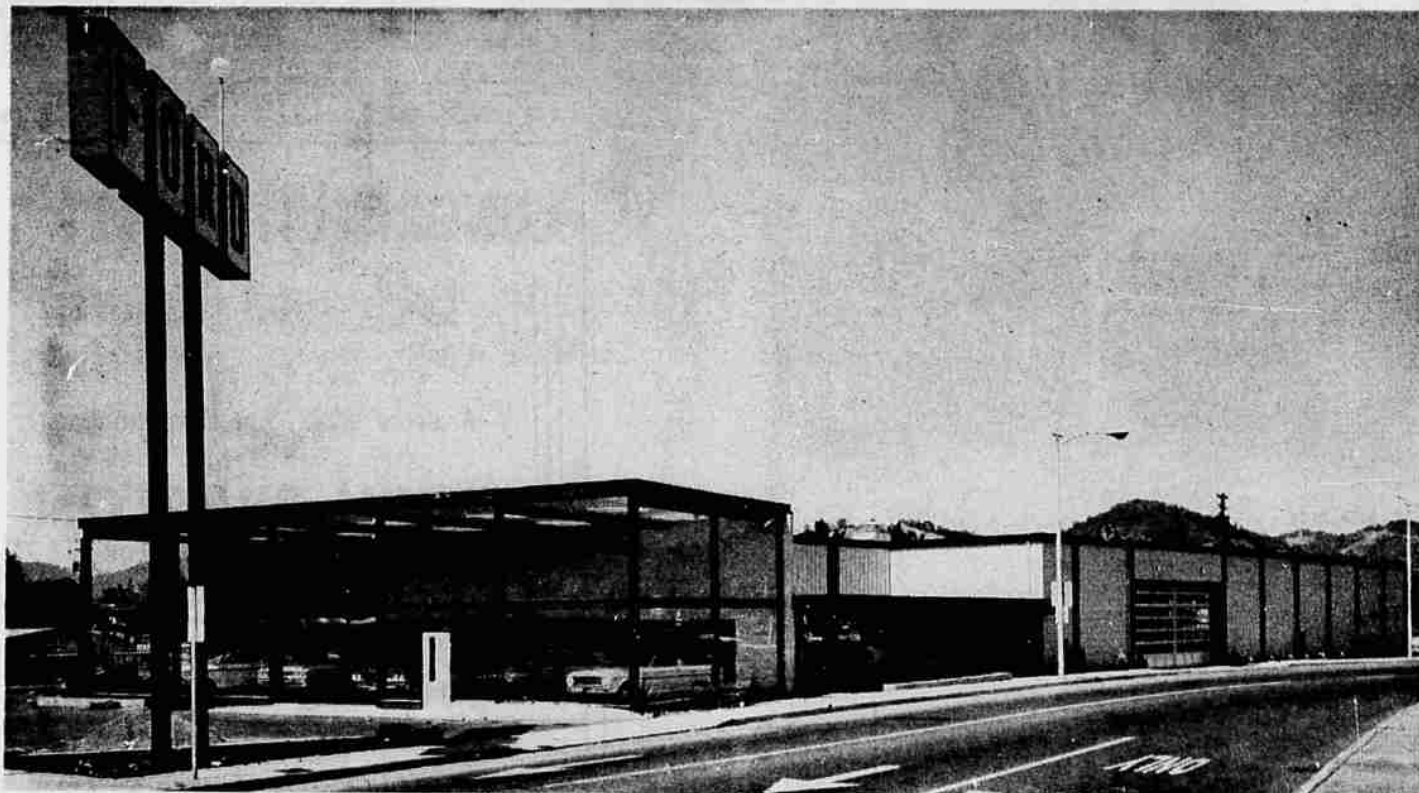
The News-Review

Established 1873

ROSEBURG, OREGON THURSDAY, AUGUST 1, 1963

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LOCKWOOD MOTOR CO.'S new home is pictured above. It is being occupied this week in a move from SE Rose Ave., and grand opening is scheduled for Friday and Saturday, culminating four years of planning and effort since the company's

former location on SE Oak St. at Rose was devastated by the Roseburg blast of Aug. 7, 1959. The view above looks northwest, showing the large, roomy display room in the foreground fronting on SE Oak, and the northward extension of the build-

ing, including the service department, fronting on SE Pine. Morin and Longwood of Eugene were the architects on the new modern structure with all the latest facilities for Ford auto sales and service. (Chris' Studio)

Lockwood's Schedule Grand Opening

F. Lockwood Purchased Business In 1940; With Firm For 42 Years

"Sale of Lapham Motors Co., local agency of the Ford Motor Co., to Fred Lockwood, who has been associated with the agency since 1922, was announced today."

So reads the opening of a news story appearing in the Feb. 2, 1940, issue of The News-Review. The story, with Lockwood's picture, stated that Stan Lapham, retiring owner, had taken over an agency in Medford.

Name of the Roseburg firm was changed to Lockwood Motors Co., Inc. Lockwood came to Roseburg from Laurel, Ind., in 1921, to join his brother, C. A. Lockwood, at that time serving as the Ford dealer here. Fred Lockwood continued with the company after its purchase by R. W. Wilson, who sold out to Latham in 1937.

He continued with the firm during Lapham's ownership, so laid claim then to being the oldest continuous automobile dealer in Rose-

burg. He continues to claim this distinction with 42 years in the business here.

The story relates Lockwood held the distinction in 1935, 1936 and 1937 as one of only five dealers in the state to hold sales record of 100 or more new automobiles annually.

The business was located then on SE Rose St. at SE Oak Ave. In 1948 the sales room, which now houses Trowbridge Electric, was added on Oak. Umpqua Tractor Co. was organized by Lockwood in 1947 for sales of Ford tractors and garden machinery, and operated at 723 SE Pine St. until sold in 1959 after Roseburg's blast to Ollie Fisk. It was moved to a new location, and the Lockwood body shop has been located there since.

Lockwood was joined by Gordon Smith as a partner in the business in 1951. It was continued in the Oak and Rose location until the Aug. 7, 1959 blast heavily damaged the building. Temporary quarters were set up six weeks later at 745 SE Rose St. in the old bowling alley building, and remained there until the new building could be built. Contract for the new building was let Dec. 16, and work started in January of this year.

Lockwood started in automotive work at the age of 14, when he got a job in the parts department of the Lexington Motor Co., in Connersville, Ind.

In Roseburg he has long been active in civic affairs, including membership and participation in the Chamber of Commerce, Kiwanis, Masons, Elks and Country Club. He is a vice president of the First National Bank of Roseburg, a director of the Douglas Community Hospital and a director of National Plywood Co. He attended the University of Oregon.

He and his wife, Clarice, live at 1353 SE Overlook Ave.

Grand opening for Lockwood Motor Co.'s new home is scheduled Friday from 9 a.m. to 9 p.m. and Saturday from 9 a.m. to 6 p.m., announce co-owners Fred B. Lockwood and Gordon Smith.

The location is SE Pine St., between SE Oak and SE Washington avenues. The big, yellow, building, with orange and chocolate-brown trim and bright aluminum doors, occupies half a block, bounded on the west by the Southern Pacific Railroad.

Midway of the building on Pine, where a marker is to be installed, is the spot where the explosives truck was located, along side the old Gerretsen Supply Co. building, when it blew up Aug. 7, 1959, destroying several buildings and severely damaging many more in the city.

Building Modern

Lockwood's have completed one of the newest, most modern automotive facilities in southern Oregon, and invite the general public in for a look-see on open house days. There will be refreshments and prizes for visitors.

The new building, designed by architects Morin and Longwood of Eugene, was built by James & Stritzke Construction Co., Rose-

Lockwood's Statement

I, Fred Lockwood, cordially invite the people of Douglas County to visit our new Ford dealership building.

We can now give the finest automobile and truck service in our newly equipped shop.

With our new parts inventory control and our larger parts stock and customer parking, we can now give the very best service on genuine Ford parts.

I want to take this opportunity to thank the people of this area for their very generous patronage. During the past 23 years Lockwood Motors has sold over 15,000 automobiles and trucks to the people of Douglas County.

Considering the fact that during the war years, new cars and trucks were not available, this is a good many sales.

Thanks again and be sure to come and see us.

burg, at a bid price in excess of \$160,000, exclusive of land, interior installations, furnishings and fixtures.

The shop has 10,075 feet of floor space, with a 24-unit shop space, and sales room to accommodate five cars easily. The parts department on the main floor has 100 parts bins with 300 square feet of shelving and 2,800 square feet additional storage space on the mezzanine.

The structure was erected over a concrete slab floor with concrete block walls, exposed concrete pilasters, some glue-laminated beams and columns and heavy timber decking over the shop.

Large Show Room

The building fronts on Pine, but the show room faces both Pine and Oak. Parking area around the building to the north and south can

accommodate 15 cars. Other areas are landscaped. A driveway has been provided along the west side to make possible a service entrance on the east, and truck entrance on the north.

Finish items for the office and parts department include gypsum board walls and some acoustical tile ceiling. Hot air heating from a gas-fired boiler has been installed for all but the shop, where unit heaters are located, to provide zone controlled air conditioning and heating.

The shop has an underfloor ventilation system for exhaust disposal and six aluminum overhead doors. Wood sash is used for the entire building. Lighting is fluorescent and incandescent.

Customer and employe lounges are provided on the main floor and on the mezzanine.

G. Smith Joined Lockwood Firm As Partner In 1951

Gordon Smith became a partner in Lockwood Motor Co. with Fred Lockwood on June 1, 1951, but has been associated in the automotive business since 1934.

Smith came to Roseburg from Lakeview, where he operated a Ford dealership from 1947 to 1951. Prior to that he had started in the automotive business in 1934, with Balsiger Motor Co. in Klamath Falls.

A native of the middle west, he grew up in Klamath Falls. He attended Oregon State College, and was graduated from the University of Kansas. He and his wife and their 15-year-old son live at 322 W. Chapman St.

Since coming to Roseburg, he has been active in civic affairs. He has served on the board of directors of the Chamber of Commerce, was president of the Roseburg Country Club, is a member of Kiwanis and Elks and served with the United Fund. Currently he is the Southern Oregon director on the San Jose Ford Dealers Association board, which handles advertising for 168 dealers on the Pacific Coast.

Smith recalls that he came from

a mechanically and automotively inclined family, as his father taught the famed Walter Chrysler the trade of machinist.



FRED B. LOCKWOOD
... 41 years with firm



GORDON SMITH
... partner in business