

## Lockwood Motors' Service Department Is New, Modern

Lockwood Motor Co.'s new service department is designed to han-



DON BELL

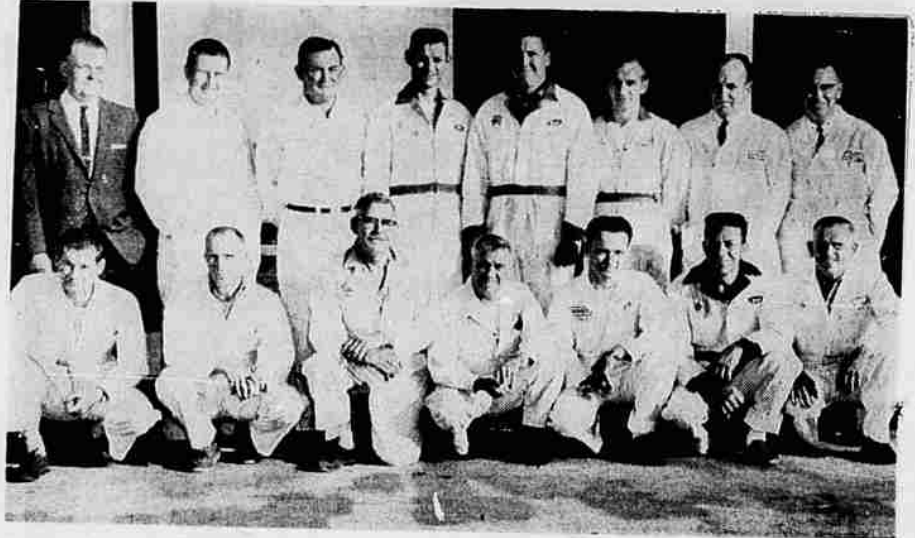
dle up to 100 cars a day with 15 mechanics working, says Don Bell, service manager with the company since November 1946.

The shop is equipped with seven floor hoists. With this many hoists service can be given at all times, said Bell.

There are 73 feet of door openings to enter and exit. Entrance to the service department is possible off both SE Oak Ave. and SE Pine St.

Special doors have been installed on SE Washington St. to accommodate trucks. Shop equipment is the latest. All mechanics, schooled by Ford Motor Co., are specialists in their field.

Bell was employed by United Airlines as a test mechanic in the engineering department before coming to Lockwood in March, 1946. He lived in Council Bluffs, Iowa, and Cheyenne, Wyo., before coming to Roseburg. He and his wife, Irene, live at 923 W. Nebo St. They have two married children. Mrs. Bell is employed by the Telephone Co.



**SERVICE DEPARTMENT** — Comprising the service department staff of Lockwood Motors are the above, back row, left to right: Al Sanders, body shop foreman; Logan Sumstine, Howard Austin, James Artman, Fred Muir, Donald Stumbo, Doc Pocock, assistant service supervisor, and Don Bell, service supervisor; front row, Carl Eskelson, George Aiken, Otto Cedervall, Kenneth Miller, Stanley Barg, Boyd Herriges and Andy Schlick. (News-Review photo)

# Ford Division is pleased to announce your new Ford Facilities **LOCKWOOD MOTORS**

580 S.E. Oak  
Roseburg  
Phone 673-4485



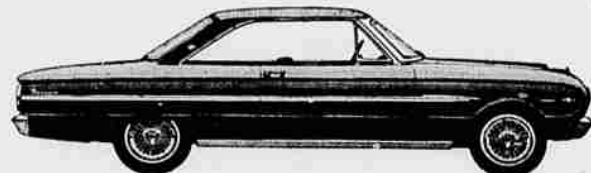
This conveniently located, up-to-the-minute dealership is staffed with courteous, capable people who will be pleased to serve you. You can count on friendly, prompt attention for all of your car and truck needs. Right now you can enjoy tremendous savings with our special introductory trade-in allowance on any '63 Ford product. So—come in soon!



Ford Quality Car Care starts here! You'll find this service department staffed by factory-trained mechanics who know best how to service your Ford! Equipped with the correct factory special tools and Genuine FoMoCo and Rotunda Parts, they're ready to give your car the finest and fastest service at fair, competitive prices. Make this your regular stop for Quality Car Care.



'63 Super Torque Ford . . . the total performance car that is making competition news all over the country! This full-size luxury car comes with a choice of V-8 engines up to 425 hp. Wide choice of models, too—now 18, including hardtops, convertibles, wagons. And you get greater savings with Ford's famous twice-a-year (or 6,000-mile) maintenance.



'63 Falcon . . . Fun is what's new in Falcon—the all-time economy champ! And your fun comes in 19 spanking new Falcon models including convertibles and hardtops. For livelier performance, a V-8 engine is available in all Falcons except the Station Bus and Club Wagons. Twice-a-year (or 6,000-mile) maintenance features, on all except Station Bus and Club Wagons, now make Falcon savings greater than ever!



'63 Fairlane . . . hot new middleweight with V-8 punch! Nine new Fairlanes give you the full-family room, superbly smooth ride, and spirited performance of big cars. Optional equipment—three V-8 engines, floor-mounted 4-speed stick shift, and a new vinyl-covered roof that's the last word in smartness! Priced lower than some compacts, Fairlane's twice-a-year (or 6,000-mile) maintenance also multiplies your service savings!



'63 Ford Pickups . . . "Built Like the Big Trucks!" In axles, springs, and frame, '63 Ford pickups (like the new F-100 Styleside shown here) give you the same kind of durable design as big trucks. And you'll find new styling inside and out, and a new feel at the wheel . . . new easier steering, new lighter pedal action, new smoother shifting, new comfort!

**Ford...America's liveliest, most care-free cars**

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS MOTOR COMPANY

**SUPER TORQUE FORD**  
The look, the power—and now the feel of the fabulous Thunderbird

**FAIRLANE**  
Hot new middleweight . . . with V-8 punch

**FALCON**  
Fun is what's new in the '63 Falcon—the all-time economy champ

**THUNDERBIRD**  
Unique in all the world

**FORD TRUCKS**  
For Outstanding Reliability & Durability