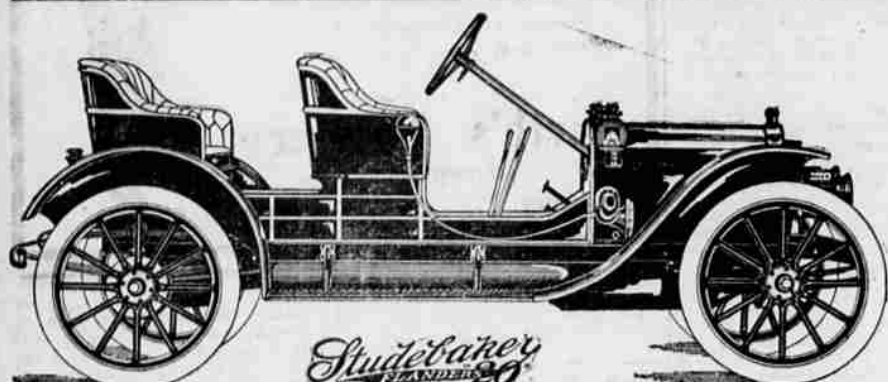


THE PRODUCT OF The GREATEST AUTOMOBILE FACTORY IN THE WORLD

THE E-M-F Co. will manufacture during 1910, 43800 Automobiles, valued at nearly \$50,000,000. This number is almost one fourth of the entire output of the United States. These automobiles are made complete from the PIG IRON to the finished product, in their factory. No unnecessary middle men's profits for the buyers to pay. These cars represent the greatest values in the world today. Our allotment is small and you must apply early to secure one of them.



DELIVERED IN ROSEBURG, ORE. FOR \$900, complete as per above pattern.

Specifications Flanders "20"

MOTOR—20 horse-power. Four cylinders, cast in bloc—following best European and American practice in motors of these dimensions.

BORE—3 5/8 inches. Stroke, 3 3/4 inches.

COOLING—Motor is water cooled, the jackets being extra large, insuring good circulation and plentiful supply of water under all conditions. Water jackets surround valve ports also. Circulation is maintained by a centrifugal pump of liberal proportions and simple design, driven from magneto shaft.

LUBRICATION—Same principle as E-M-F "30" vacuum feed oil having no moving parts and consequently impossible to disarrange. Cannot flood nor starve the motor—oil level always the same regardless of road levels, speed of motor, or any other conditions.

IGNITION—Dual system, consisting of (a) Splitdorf magneto—same as E-M-F "30," of which at this writing there are 10,000 in daily use and not a complaint; (b) a set of dry cell batteries are supplied for emergency use.

CARBURETOR—Is of the improved float feed type similar to that on E-M-F "30," and, like the latter, is of our own design and manufacture.

CLUTCH—Is of the reversed cone type—leather faced—the type that has outlived all the "multiple disc" and other fads.

REAR AXLE—Is similar in design and construction to that of E-M-F "30," which has proven so satisfactory to owners—no disappointing to competitive makers.

TRANSMISSION—Is incorporated in the rear axle—the ideal construction for cars of light or medium weight. This confines the operating mechanism to two units and affords a maximum of flexibility in the chassis.

FRONT AXLE—Is drop forged in one piece—not welded in the center—from special steel of high torsional and elastic properties.

SPRING—Front, semi-elliptic. Rear, full

elliptic with scroll ends—same as E-M-F "30" and on other high grade cars. Acme of ease riding and breakages practically unknown.

BRAKES—Following the most up-to-date practice—but hitherto found only in high priced cars—both sets of brakes are of the internal expanding metal ring type. Encased in a pressed steel drum on rear axles.

FENDERS—Enameled steel. Enclosed full length of car.

WHEEL BASE—100 inches. Tread, Standard, 56 1/2 inches. Special, 61 inches for Southern States trade.

TIRES—32x3 1/2 inches—ample tire equipment and good safety factor.

GASOLINE CAPACITY—12 gallons—sufficient for 250 to 300 miles.

OPERATION AND CONTROL—As this car is designed for the use of owners and will probably be seldom be driven by skilled chauffeurs, every effort has been made to simplify the control and make every part "fool proof."

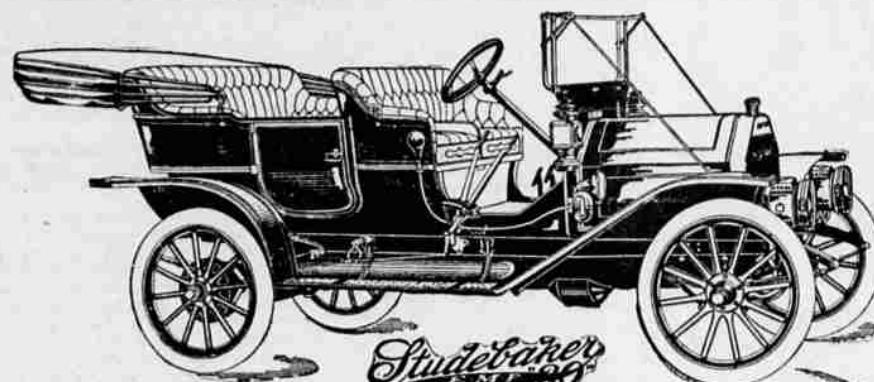
BODY TYPES—Three. Runabout: Standard type having large deck at rear, enclosed 7 1/2 inches high for carrying tanks, samples or other articles. An ideal and a practical utility vehicle and withal handsome.

SUBURBAN—A nifty four-passenger car without doors. The rear pair of seats are removable and otherwise the body is same as Runabout.

RACY ROADSTER—A classy two-passenger Roadster, with gasoline tank exposed at rear of seats. Large receptacle under seats and another under rear deck.

EQUIPMENT—Splitdorf magneto; 2 side oil lamps; 1 oil tail lamp; 2 acetylene head lights and acetylene generator, and good tubular horn.

PRICE—Runabout, seating two, \$850, delivered in Roseburg; Suburban, seating four, with rear seats removable, \$900, delivered in Roseburg; Racy Roadster, \$900, delivered in Roseburg, Oregon.



DELIVERED IN ROSEBURG, ORE., FOR \$1,525, with complete equipment as above

Brief Specifications E-M-F "30"

MOTOR—30 h. p., 4-cylinder, 4-inch bore by 4 1/2-inch stroke; develop thirty horsepower and then some. Silent, flexible, reliable.

TRANSMISSION—Selective sliding gear type, 3 forward speeds and reverse. Incorporated in rear axle, following practice of \$4000 to \$6000 cars.

REAR AXLE—Semi-floating type; no malleable castings—housing sections made from steel stampings. E-M-F "30" was pioneer in this improvement.

FRONT AXLE—Drop forged from nickel steel in one piece—I-beam section. Slightly dropped in center.

STEERING GEAR—Irreversible worm and sector type, as is high-priced cars.

FRAME—Pressed steel.

WHEEL BASE—108 inches; tread, standard, 56 1/2 inches; special 61-inch tread for southern roads.

LUBRICATION—E-M-F automatic vacuum feed—simplest, surest and best ever devised.

IGNITION—Dual system, consisting of Splitdorf Magneto—10,000 on E-M-F cars and never a complaint; also set batteries for emergency use.

BRAKES—Four, all acting on rear hub drums.

TIRES—32x3 1/2 Morgan & Wright Quick Detachable.

WEIGHT—With top, storm front and all tanks full, 2150 pounds—light enough to be economical on tires—heavy enough to withstand hardest usage.

BODY—Five-passenger tonneau touring car—wide seats.

COLOR—Body dark blue—running gear yellow.

PRICE—\$1425 delivered at Roseburg, Oregon. Mohair top, \$75 extra. Glass front, \$25 extra.

SHORTAGE OF CARS—The entire product of all factories for the coming year will be considerably less than 200,000 cars, the demand is estimated at 600,000 cars. If you want a car it therefore behooves you to apply early. All Pacific Coast dealers say that it will be impossible to supply cars during May, June and July, excepting to those whose orders have been and are now being booked. A small deposit will hold you a car until you are ready for it.

If You are interested call or send for literature and complete description of these cars,

C. B. CANNON

Ask for Catalogue Giving Full Description. ROSEBURG, OREGON

1400 acres of No. 1 sheep or cattle range to lease or for sale. Apply to G. H. Pitts, Ruckles, Ore. dtt

Read Review advs. for bargains.

The New Imperial

Thoroughly renovated and under new management.
Cigars and Soft Drinks
Joseph Bartholomew
Proprietor.
Corner Cass and Sheridan Sts.

Quick Lunch Restaurant

YE TOY, Prop.
Eastern Oysters in Any Style.
Short Orders at Any Hour.
REGULAR DINNER, 25c.
Chicken Dinner Every Sunday.
Open until 10 p. m. daily.
Sheridan Street Near Depot.

Portland Hardwood Floor Co.

Largest stock of Oak, Maple, Beech, Birch, Mahogany and Walnut.
FLOORING
In the Pacific Northwest. Manufacturers of Parquet Flooring. We have a large force of expert Mechanists and are in a position to give estimates of finished floor work. We also use a sanding and scraping machine for surfacing dance halls and skating rink floors. We sell wax, wax brushes, furniture rests and glass sliding shoes. Write or call at
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Osteopathic Physician.
Graduate American School of Osteopathy, Kirksville, Mo., under founder of the science, Dr. A. T. Still.
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—DENTIST—
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Hours: 10 a. m. to 3 p. m.

Office Hours: Phones:
10 to 12 a. m. Office—Main 1711
2 to 4 p. m. Resid.—Main 1721
DR. LUCETTA SMITH,
—Physician—
Women and Children Diseases
a Specialty.
Office, Rooms 8 and 9, Marsters' Bldg next to Douglas Natl' Bank Bldg.

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Portraits made day or night
Photos enlarged
Frames made to order
FULL LINE OF
Mouldings and Mat Boards
Local Views and Post Cards
H. O. Lewis, Prop.
COR. CASS AND ROSE

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lumber can be had here according to your needs. It makes no difference what you require in the lumber line; it is here to be promptly delivered on your order. It makes no difference either what quality you want. We will send you a small lot just as cheerfully as if it be a bigger one. What are your needs?
Orders filled for all kinds of frame boxes.

The J. G. Flook Co.
Roseburg, Oregon.

SERVE HIM A STEAK

sweet, tender and juicy and your husband will open up his heart and his pocketbook. Where will you get such a steak? Why right here, of course. We have the choicest meats in all the land. If you buy here once your husband will get good-natured immediately. If you buy here regularly he will be "Sunny Jim" all the time.

The Economy Market
Geo. Kohlhaas, Prop.

LOCAL NEWS

C. S. Henry was over from Wilbur Saturday.

Fred Kroeger was here from Goshen Saturday.

A. E. Nichols, of Riddle, spent Sunday in this city.

Mr. and Mrs. O. C. Brown were in from Dixonville today.

Have you a Kodak? If so, let us do your developing and printing. Lewis Studio, corner Cass & Rose, H. C. W. Robinson, or Peel and Frank Cox, of Dixonville, were visitors in the city Sunday.

A. McComas, of the Mt. Alto ranch, spent Sunday in the city a guest of friends.

The Canadian Pacific Railway Co. will spend \$50,000,000 in making improvements in the western part of Canada which is thickly populated with Americans—farmers from the United States—which shows that the latter have wielded some influence in the development of that north-western country.

Post Cards of all kinds, 1c each—best assortment in Roseburg. The Fair.

Misses Veta and Maude Goodman, who have been visiting here at the home of W. L. Goodman, returned home to Oakland this afternoon.

Myrtle Point, Enterprise: Mrs. Ben F. McMullen, who has been very sick at her home in this city, is gradually regaining her health.

Grants Pass Courier: Miss Moda Drain and Miss Elva Kent, both of Drain, Ore., arrived here Wednesday to visit for a few days with J. M. Boham and family, of this city.

More people are taking Foley's Kidney Remedy every year. It is considered the most effective remedy for all kidney and bladder troubles that medical science can devise. Kidney diseases cause more sickness and suffering and are more fatal than any other diseases. Foley's Kidney Remedy will cure any case of kidney or bladder trouble that is not beyond the reach of medicine. No medicine can do more. Marsters Drug Co.

Patronize Review advertisers.

O. C. Sether came down from Glinedale this afternoon.

John Kernan, of Gilde, was a visitor in the city Sunday.

O. P. Standley, of Camas Valley, spent Sunday in this city.

L. M. Parrott and daughter, Mrs. N. N. Chapman, leave Tuesday morning for California to visit with relatives.

Rev. Ezra D. Gifford, of Looking Glass, on Saturday last bought the 10-acre place at Umpqua Fruit Ranch owned by W. J. Wildinacamp, who is in the county jail in Roseburg awaiting the arrival of an officer to take him back to Reidsville, Ga., to answer to a charge of murder. Wildinacamp received \$1200 for the place and as much of this sum as may be necessary will be devoted to paying the expenses of his wife and two children when they accompany him on his return to Georgia. Sheriff J. A. Kennedy, of Reidsville, is expected here the latter part of this week to secure the prisoner.

You always get the very best when you buy at the Rochdale Co. C. S. Henry, of Wilbur, was in the city Saturday looking after business matters.

The mayor of Harrisburg, Pa., has instructed the police force to serve notice to dealers in fireworks that the next Fourth of July they are to be strictly regulated and that in ordering supplies they will do well to cut out the dangerous things, because they will not be allowed to sell them. Forethought in behalf of a safe celebration of Independence day is more prevalent in the United States than ever before, and so a good cause is making very substantial progress. The American people move slowly in rooting out ancient abuses, but with time they recognize the teaching of good sense, and act upon them. This year's Fourth of July death roll ought to be less than last year's—and so it should lessen, year by year, as measures of proper regulation are more widely extended over the country.

Mrs. L. T. Howard and little son, who have been visiting here with friends, returned home to Albany this afternoon.

Contractor A. D. Hawn is in Portland securing plans for the new residence to be erected by Dr. R. E. Hunt on Douglas street in this city.

Mr. E. A. Kelley, Beavertown, Ill., writes us: "I am an ex-engineer with 22 years active service to my credit. About three years ago my kidneys were affected so that I had to give up my engine. First I was troubled with a severe, aching pain over the hips. Then followed inflammation of the bladder, and specks appeared before my eyes. A sample of Foley's Kidney Pills that I tried, so benefited me that I bought more. I continued to take them until now I can safely testify they have made me a sound and well man." Marsters Drug Co.

Parties wishing something nice in a laundry tray, cast enamel, stone glazed, or cement, call on Winnie Gaddis, the plumber. dtt

Took All His Money.
Often all a man earns goes to doctors or for medicines, to cure a stomach, liver or kidney trouble constipation, jaundice, malaria and dyspepsia, indigestion, biliousness, that Dr. King's New Life Pills would quickly cure at slight cost. Best for debility. 25c at all druggists.

Why Not
Plant an Orchard?
It will pay you better than any other investment you can make. For the best trees at a reasonable prices see
A. L. KITCHIN,
Telephone 2026, Roseburg, Oregon.



Garage and Machine Shop

About March 1st we will open a FIRST CLASS GARAGE in connection with our machine shop and general blacksmithing business.

Our Garage will be in charge of an expert automobile workman. We are installing a lathe together with necessary tools to make this department the most complete in Southern Oregon.

Gasoline and oils for sale. We are prepared to do GOOD WORK QUICK.

Pilkington Bros.
Cor. Douglas and Kane Sts. Roseburg, Ore.

Embroidery

Sale! We have placed on sale, for a limited time, Exceptional values in embroideries, at 10c, 15c and 25c
SEE WINDOW DISPLAY
Roseburg Rochdale Co.