



The Western Woman knows her motor

—and she, too, asks for Veedol by name

MOST Western women drive cars well — and they want to care for them equally well. And they know that motor oil is most important in the care of their cars. They have learned that it is not safe to ask simply for "a quart of oil." It is not even enough to ask for "Eastern Oil." To get an oil that safeguards their motors and prevents expensive repair bills they know it is best to ask for Veedol—by name.

For Veedol is the pick of all Eastern oils, made from the pick of Eastern crudes. It is the oil that gives the famous "film of protection"—that sheer, fighting oil-film—a film *thin as tissue, smooth as silk, tough as steel*—a film that masters deadly heat and friction—a film that is your motor's most steadfast defender.

And just as the finest crackers, the most delicate face-soaps, the leading perfumes come to you sealed—so Veedol is brought to the Coast in sealed containers.

Drive up to the orange and black Veedol sign. There you will receive prompt, courteous service. Your dealer will gladly drain and refill your crankcase with Veedol. Then the "film of protection" will care for your motor. But be sure to ask for Veedol by name.

[35¢]
[A QUART]

TIDE WATER OIL SALES CORPORATION. Branches or warehouses in all principal cities. SAN FRANCISCO, 414 Brannan St.; LOS ANGELES, 4842 Long Beach Ave.; PORTLAND, 12th and Glisan Sts.; OAKLAND, 5701 Green St.; SEATTLE, 6th and Atlantic Streets.

VEEDOL

Eastern Oils and Greases

WILLYS-OVERLAND FACE BIG DEMAND

Sales of the Willys-Knight great six, brought out by Willys-Overland, Inc., in 1925 show a 130 per cent increase for the first quarter over the sales figures for the same period last year.

Based against the total sales in this model for all of last year, the increase in retail deliveries for the first three months of last year is at the rate of 32 per cent over the total volume for 1925, a surprising figure in face of the fact that, in its first year, the Willys-Knight great six was one of the three leaders in the price class which it occupies.

With the Overland six showing an increase at the rate of 50 per cent over last year's sales, with the four-cylinder Overland still maintaining its record breaking sales of 1925 and with the new Willys-Knight six seventy as an addition to the line and already exceeding the greatest estimates set by the factory officials, the general business of Willys-Overland for the first quarter of the year is showing most amazing strides.

According to factory officials, over-production, so far as Willys-Overland is concerned, will be impossible if anything like the present sales demand continues. At the close of the first quarter, all lines were oversold and the problem of the factory is to get sufficient production to meet current demand even at a time of the year considerably ahead of the peak sales period.

Dealer stocks are the lowest in the history of the company for this time of the year and warnings have been sent out by the manufacturing departments of real shortages in several of the various body types presented on the four chassis built by the company.

Multi-trainload shipments are the rule in all distributor and branch territories with distribution of the cars as they are received being arranged strictly on the basis of priority of orders.

DURKIN ON TRIAL.

CHICAGO, June 1.—Martin J. Durkin, recently the most hunted fugitive in America, today was arraigned in the Cook county criminal court on a charge of murdering Federal Agent Edwin C. Spanahan. He entered a plea of "not guilty," and then listened to the examination of jurors.



Stop Here for Gas

And we have the right grade of oil for your motor, too. Expert repairing—greasing—storage.

L. R. Chambers
Motor Co.

Oak and Rose Streets.

General Freight Lines

OUR MOTTO IS SERVICE

All trucks with pneumatic equipment—Express service at Freight Rates.

Operating from Portland to Roseburg, and connecting with Collins Transfer for all points south to Canyonville.

INSURED CARRIERS

Leave Portland and Roseburg 5:00 p. m. daily.

Route your freight through door No. 19, Auto Freight Terminal, Portland.

PHONES—Portland, East 5004; Roseburg 619, 431 Mill St.

Let's Go—We Mean Business.

EDWIN SINK & TINY



Want your Ford to run more smoothly? —see us!

Let us drain the old oil from your crankcase and refill with one gallon of Veedol Forzol. The chatter will cease and you'll have a 10 to 25% saving in gasoline. Veedol Forzol was made especially for Fords. It gives instant definite economies besides insuring smoother, quieter operation.

Test Veedol Forzol in your Ford. Once you try it, you'll never change to anything else. Stop in today.

C. A. Lockwood Motor Co.

Wholesale and Retail
VEEDOL DEALERS
Roseburg, Oregon.

DEMAND FOR BUICK CARS GROWS DAILY

The delivery of Buick cars to owners continues to run far ahead of shipments, according to factory announcement.

Sales for the first twenty days of May totaled 19,709 units, or 5,772 more than shipments for the same period. Cars shipped from the factory during the twenty day period totaled 15,937.

This shipment figure maintains the average of about 20,000 cars shipped per month since the current series was introduced last August.

The sales for May are maintaining the pace set in April, according to E. T. Strong, general sales manager. April deliveries were 7,542 cars ahead of shipments. Dealer's stocks are being rapidly reduced by the heavy demand for cars, Strong says.

SATURATION POINT IN DIM DISTANCE

The much talked of automobile "saturation point" loses its significance when it is considered that there are sixteen hundred millions of human beings in the world.

Figuring at the California state average of four persons to the automobile, manufacturers still have 380,000,000 motor cars to turn out before this planet is properly motorized.

GOOD TIRES NEEDED FOR VACATION TRIP

Just now, at the beginning of the vacation season, when economy in the purchase of tires is most appreciated, the Western Auto Supply company is offering motorists' tires worth while savings in a tire sale.

In announcing this tire sale, Mr. Hartley, local manager of the Western Auto Supply company, stated that this would give motorists an opportunity to outfit their cars with new tires before starting out on their vacation trips.

"The Western Auto Supply company makes new tires one of their leaders and stocks are replenished at short intervals. For this reason we are able to assure the motorist that he can expect and feel the maximum of mileage from a tire purchased at any Western Auto store and tell him that in case he does not get it, he can take the same tire to any Western Auto store, whether it be the one he purchased it from or another one, and secure an adjustment that will leave him no cause for complaint."

DAILY WEATHER REPORT

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m.
Precipitation in Ins. and Hundredths
Highest temperature yesterday 75
Lowest temperature last night 45
Precipitation last 24 hours 0
Total precip. since 1st month 0
Normal precip. for this month 1.67
Total precip. from Sept. 1, 1925, to date 22.28
Average precip. from Sept. 1, 1877 32.83
Total deficiency from Sept. 1, 1925 9.55
Average precipitation for 48 wet seasons, (September to May inclusive) 31.12
Fair tonight and Thursday, rising temperature
WM. BULL, Meteorologist

Two jumps ahead of the other fellow is the man who reads the classified ads for short-cuts to economy.

WOMEN NOTED FOR CAREFUL DRIVING

Various traffic officials have commented recently on the capabilities of the average woman driver. They claim that the average woman driver is superior to the average man driver. Service stations and garage owners also say that women motorists are more careful of the cars they drive.

In discussing this matter with local dealers Cy H. Pruner, district manager of the Tide Water Oil Sales Corporation states that he learned of some mighty interesting experiences. He said, "Out here in the west especially do we find that women know more about motor cars than the sterner sex. This has been attributed to a closer study of automobile advertisements and instruction manuals and to woman's natural inquisitive nature. When they bring their cars into service stations and garages for attention, they are not satisfied to do as the men do, leave the cars and call for them when ready. Instead, the average woman will watch proceedings to learn what is wrong and how it is fixed. In our newspaper advertising we have for a long time stressed the importance of using the proper grade of Veedol as specified on our Motor Protection Guide. Dealers tell us that more women motorists than men, insist on referring to the Guide to get whether they are using the proper grade of oil. When it comes to regular crankcase service the women drivers follow the dealer's recommendations to the dot, seldom ever running over the prescribed period for draining out the old worn oil and refilling with fresh new oil. Realizing the tremendous importance of the woman driver in the automotive world we are advertising directly to the fair sex in our newspaper copy. Our material is of a constructive, educational nature as we know that is what women drivers are primarily interested in. They want to know what it is all about and we are endeavoring to make the matter of lubrication clear to them."

One of the interesting Veedol advertisements written for women motorists appears in this paper today.

Word has been received here from E. N. Coats, Pacific Coast Regional Sales Manager for Chevrolet, that his product is to be the best advertised automobile in the world.

Chevrolet advertisements during the remainder of 1926 are to appear in practically every newspaper in every city, town, village and hamlet on the Pacific Coast in a tie-up with displays throughout the entire United States and many foreign countries.

"Complete Coverage" is to be the watchword of the Chevrolet advertising forces out of the western headquarters at Oakland.

In addition to a mammoth factory advertising program for the Chevrolet Motor company, a co-operative schedule has been adopted which will make a great newspaper advertiser out of every Chevrolet dealer in the entire region in communities, large or small.

Today, Chevrolet is recognized as the world's largest seller of gear-shift automobiles. Over half a million vehicles of this make were sold last year, ten per cent of which were delivered in the Pacific Coast territory alone.

It is believed that with the extensive and augmented advertising program already under way, the record-breaking sales of 1925 will be repeated in the stupendous totals of the present year.

At the first quarter of 1926, Chevrolet sales are a car-length ahead of last year. In view of this fact, the advertising appropriation for this territory has been substantially increased.

"Advertising is the irrigation that nourishes the crops of new channels and produces a great harvest of sales," is the text of Coats' advertising sermon.

"We have four phases in our newspaper program: The regular factory schedule, the dealer co-operative schedule, a supplementary factory schedule, and the dealer's local schedule, under his personal direction.

"Truth of the slogan that 'advertising forces have been worked out on cash registers. In 1925 we opened up with large copy in the western newspapers—good constructive material, that told in simple terms the virtues of Chevrolet. The result was the largest year in the history of Chevrolet," concluded the sales executive.

The word also can be flashed over the telephone wires with the speed of light, but pictures are not so easily transported. They must literally be carried from the scene where they are taken to the engraving room of the newspaper in

ELKS ATTENTION

Big time Thursday night. Dance and refreshments. Don't forget the date, June 3rd.

HEALTH BULLETIN

Science Provides a Definite Test for Scarlet Fever (State Board of Health)

A bulletin was issued in January on Scarlet Fever, but on account of the steady increase as shown by our weekly reports, it is advisable to again warn the citizens of this state of the real seriousness of the disease. No matter how mild a case may be, the complications arising therefrom may be serious. Scarlet fever is increasing in this state as the following figures demonstrate:

1922, 568 cases, 21 deaths; 1923, 815 cases, 10 deaths; 1924, 1109 cases, 17 deaths; 1925, 1408 cases, 18 deaths; 4 months 1926, 800 cases, 9 deaths.

There are many mild cases of scarlet fever that are never seen by the physician. There are other cases which are so mild that diagnosis is difficult. The mild case is a great factor in spreading the infection. The eruption of scarlet fever may in exceptional cases last only a few hours, while in others it may last 9 to 10 days. In still other cases the eruption becomes faint after the first day and later develops to the full extent. As in measles the eruption may in rare instances be abortive being so faint as to escape observation. But even in these cases peeling is said to occur.

Scarlet fever is not easy to diagnose in the early stage of the disease. Even after the rash appears it is often difficult to distinguish it from the other eruptive diseases. The Schulte-Charlton Phenomenon or "Blanching Test" for scarlet fever is valuable in making a definite diagnosis when there is an eruption. This test consists of injecting one-tenth of a cubic centimeter of scarlet fever antitoxin in the upper layer of the reddened skin of suspected scarlet fever patients. In scarlet fever after 6 to 8 hours a permanent bleaching will take place around the site of injection. The bleaching may be a white ring surrounding a red area. It is better observed some distance from patient. Late rashes do not blanch as completely as early ones. There will be no bleaching of the area following the injection of the antitoxin, if the patient's rash is not due to scarlet fever.

Scarlet fever is a very contagious disease, although a certain per cent of children, and a still larger percent of adults exposed will escape contracting. Although one case may be mild, it is no sign that the next one who may get sick may not have a severe case. This disease is spread chiefly by contact between one who is susceptible and one who has the disease or is carrying the infection. It is no longer necessary for children to have scarlet fever. The child test will determine which children are safe. If the child is found liable to contract scarlet fever, he can be immunized or vaccinated against the disease. After a vast amount of research work efficient means are at hand for the prevention of this disease. Every community can eradicate scarlet fever by being protected against it.

Leaves For North—P. S. King of Salem, stopped over here yesterday to visit with Harvey Brown, before returning home. Mr. King has been visiting at Garfield over the week end, and left on the afternoon train for his home.

Some of the most lavish settings that have been designed for any recent picture were used in "The Devil's Circus," the Metro-Goldwyn-Mayer production directed by Robert Z. Leonard which is now showing at the Majestic theatre.

The production required a hall-room set of 1902 and one of the modern period. The French apartment with the most beautiful bathroom ever seen on the screen. This and a French theatre and art school were designed under the direction of Robert Florey, former French author and director.

The cast of the picture is headed by Lew Cody and Mae Busch.

Liberty Theatre
Reformation is a national issue; but certainly the cutting of timber can not be abolished as long as motion pictures companion step out and produce such excellent screen entertainment as "Sir Lumberjack," which is crashing along to success now at the Liberty theatre. This most recent P. B. O. production starring Letty Flynn is packed with more action, foot for foot, than anything seen in a long time. The crash of logs, the song of the cross-cut saw, and the very smell of the pine itself seem to jump right out of the silver sheet and make themselves felt and heard as this lumberjack story thunders on to a big melodramatic finish.

Antlers Theatre
"The Devil's Circus," the first American production of the Danish director, Benjamin Christensen, opens at the Antlers theatre today.

Norma Shearer, Metro-Goldwyn-Mayer star, has the leading feminine role, and the cast includes Charles Emmet Mack, in the leading male role; Carmel Myers, Claire McDowell, John Miljan, Joyce Coad, the latest child find of the screen, and the popular trick dog, Buddy.

It is a simple story simply told, and therein lies its greatness. The play has drama and melodrama, comedy and pathos, and the blending and smooth development represent the work of a dramatic artist. Christensen's record of success in pictures abroad seems to be founded on a firm basis.

ESSEX

In reply to inquiries from motor buyers, this definite assurance is made to the public:

There is no intention to either discontinue manufacture of the Essex "Six" or to change its name.

Essex is our largest selling car. More than 300,000 are in service. Daily production has just been increased 50%, which will make the May output for the Coach alone greater than the entire Essex May output for last year, the then record Essex month. Production of both the Hudson Super-Six and of the Essex "Six" will be continued with the intent to keep them the outstanding values of their respective types.

Hudson Motor Car Co.

Detroit—May 15, 1926.

CAMP FIRE BOARD OF SPONSORS MEETS

The Camp Fire board of sponsors met yesterday afternoon at 4:30 o'clock at the high school to take up the principal points for the entertainment of Miss Roca Wright, editor-in-chief of the Camp Fire publication, who will be in Roseburg June 9 and 10 and pay a visit to the local Camp Fire groups.

Discussion of plans for the summer camp to be held at the Boy Scout camp at Wolfe Creek July 26 to August 8, were also discussed. The camp committee includes Mrs. H. E. Graybill, chairman; Mrs. Arlene Farleigh, Mrs. H. E. Cully, V. T. Jackson and T. H. Ness. Rev. Runnells and T. H. Ness were elected to fill the places on the board vacated by L. L. Crocker and Rev. L. Caldwell, who are now located away from this city.

OREGON CRANBERRY MEN QUIT TWO-STATE MERGER

(Associated Press Local Wire.)
ASTORIA, June 2.—J. S. Delinger, president of the Pacific Cranberry Exchange Cooperative, with headquarters at Astoria, announced today the Oregon Cranberry Growers' association are going to market their crop alone this year instead of joining with the Washington growers, as in the past. The Washington growers have withdrawn from the ex-

change and will sell through two jobbing concerns.
The Oregon growers will market their product through the exchange and they expect to produce approximately 40 cars. It is estimated that the Pacific coast crop this year will be about the same as last, 125 cars.

ROAD HOUSE SCENE OF MURDER OF TWO; THIRD IS DYING

(Associated Press Local Wire.)
CHICAGO, June 2.—A man and a woman were shot and killed and another woman probably fatally wounded by unidentified assailants who opened fire just after the three had emerged from Derby Inn, a road house in suburban Homewood early today.
James Lombardo, a jeweler, and Mrs. Crystal Barrier, were killed by a volley which riddled the automobile they were about to enter. Mrs. Violet Bass, seriously wounded, crawled to the inn and summoned help.
Police obtained no clues as to the identity of the slayers or the motive for the shooting.

Lockwood's Used Car Department

If you have not visited our Used Car Department you have not as yet seen the car you are going to buy.

Our Used Cars are re-conditioned and are cars that you can get the most mileage out of for less money.

Summer vacationists put your new car away, buy a used car, and take that motor trip or fishing jaunt in pleasure. Small down payment, balance easy terms. Open evenings.

C. A. Lockwood Motor Co.

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