

They Had To Be Economical In Everything But Car

"No evidences of prosperity around their home—no spare money to spend on furniture, clothes, books, pictures—always worried when the bills came in—because, in a moment of weakness, they bought a more expensive car than they could really afford."

How much wiser you are to have the extra warmth and comfort of a closed Ford—with balloon tires, too—for less than the cost of even an open car of any other make.

Ford

C.A. Lockwood Motor Co.

Roseburg, Oregon.

ROSEBURG GARAGE
Thermoid and Lockheed
Hydraulic Brake
SALES AND SERVICE
Goodyear and General Tires
Day and Night Towing Service
Phone 408

Used Cars

1923 Maxwell 2 Passenger Coupe.
1924 Ford Coupe.
1924 Ford Tudor Sedan.
1918 Buick Touring.
1919 Buick Touring.

These cars all in fine condition and priced right.

MOTOR SHOP GARAGE
New Location—Katty Corner from Ford Garage



Everyone says—
"Buick is Reliable"

Buick reliability is one reason why the majority of new Buicks every year are purchased by old Buick owners.

Buick is the car with the Sealed Chassis, which encases every operating part inside an iron or steel housing, to keep out dirt.

Buick is the car with the high-speed starting motor, for reliability in starting—with mechanical 4-wheel-brakes, for certainty in stopping—and with a six-cylinder, valve-in-head engine, for engine performance that is the envy of the motor car industry.

Buy a Buick! It is a more dependable and more enjoyable motor car.

THE GREATEST BUICK EVER BUILT

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

PHONE 268

OAK AND ROSE STS.

AUTO FATALITIES ON THE INCREASE

The Department of Commerce announces, that during the four weeks ending January 1, 1927, automobile accidents were responsible for 521 deaths in 78 large cities of the United States. The majority of these deaths were the result of accidents which occurred within the corporate limits of the city, although some accidents occurred outside of the city limits. This number (521) compares with 551 deaths during the four-weeks ending January 2, 1926.

Considering simply the number of deaths by four-week periods since May, 1925, the lowest total (350) appears for the four-week period ending March 27, 1926, and the highest (678) for the four-week period ending November 6, 1926. The numbers in the 22 periods of four weeks were as follows:

Four weeks ending:

January 1, 1927	521
December 4, 1926	534
November 6, 1926	678
October 9, 1926	659
September 11, 1926	594
August 14, 1926	497
July 17, 1926	484
June 19, 1926	549
May 22, 1926	487
April 24, 1926	424
March 27, 1926	350
February 27, 1926	378
January 30, 1926	434
January 2, 1926	551
December 5, 1925	525
November 7, 1925	619
October 10, 1925	529
September 12, 1925	531
August 15, 1925	469
July 18, 1925	495
June 20, 1925	492
May 23, 1925	424

Six cities reported no automobile fatalities for the last four weeks, while four cities reported no automobile fatalities for the corresponding period of 1925.

For the last four-week period reports have been received from 66 of the 78 cities as to whether the fatal automobile accidents occurred inside or outside the city limits. In these 66 cities in this four-week period, the total number of automobile fatalities was 444, but only 391 of these were due to accidents within city limits.

ACCIDENTS COME WHEN THE DRIVER BECOMES WEARY

By Erwin Greer

(President Greer College of Automotive & Electrical Trades, Chicago, Ill.)

You wouldn't permit a drunken person to drive your automobile, would you? And yet intoxication of any sort makes a person unfit to handle a motor car. A fatigued person is just as drunk as a person who has been imbibing alcoholic poisons. In both cases the vision is blurred, the senses dulled and the will and muscles refuse to co-ordinate.

An automobile is a very nearly perfect piece of mechanism. It has endurance that is truly remarkable. Yet no automobile will keep going unless it is supplied with gas, oil and water and electric current is fed to the spark plugs to ignite the compressed mixture in the cylinders.

Man can accomplish some amazing feats, but no man nor no woman can keep going for long without food, water and sleep. Food is to him what gas and oil are to the automobile engine. It is the material from which the power and the lubrication comes. Water is as necessary to man as it is to an automobile radiator. Without water, he dries up, becomes overheated and dies. Sleep is the charging of the battery used to supply the sparks, without which there can be no real exertion.

Let a person go without food, let him go without water, let him go without sleep for a long enough period, let him go without any of these things, for any great period and fatigue results. If he is driving a car it is a death-dealing fatigue.

One reason why some drivers become fatigued so soon as they do while touring is because they not only get too little sleep, but they do not eat enough and do not get the proper food, and they do not drink enough water. They are trying to keep going with an empty gas tank, a half-filled radiator and a run-down battery. Is it any wonder that they are in serious accidents?

The only way to make touring or any long trips safe is to avoid fatigue, and it can be avoided only by eating sufficient and proper food, by drinking enough pure water and getting enough sleep that is sound and restful. In other words the driver has to give as much attention and use as much judgment in keeping himself in good driving condition as he does in keeping the car in good running condition. Failure to do this is surely playing with death.

OLD MILLER WAS SOLDIER IN THE WAR OF YEAR 1870

Helped defeat the great Napoleon and proud of it—yes, sir, that's Charlie Scheiker—one of

BABY'S COLDS VICKS VAPORUB

are soon "nipped in the bud" without "dosing" by use of VICKS VAPORUB

Over 21 Million Jars Used Yearly

the few living veterans of the Franco-Prussian war. The experience of this Buffalo miller in 1870 would more than satisfy most people's craving for excitement.

To see him working around the toasting pans, that give H-O out their famous flavor, is a rare sight. Little would you think that Charlie is over 78, he is so active and in such good health. When he talks of "that old war," his face lights up with exciting memories. "Yes that was a real war. I was only a kid then, about 19, serving my term in the Prussian cavalry. To this day, I can remember the Battle of Worth fought on the 6th of August. Our forces outnumbered the enemy three to one but the French fought like tigers. The fighting began at 6 a. m. in the outposts and lasted until 4 p. m. By that time Marshall MacMahon and his forces were in full retreat. They left everything behind them in their mad rush from the fighting.

Our regiment of cavalry followed right after the fleeing enemy and captured the trophies of the battle. Among them were their army chest with 220,000 gold francs the entire baggage of Marshal MacMahon and two eagles. With this loot, we thought our fortunes were made. But we were ordered to turn it over to our government.

For 20 years this young veteran has been a familiar figure around the great H-O mills at Buffalo. Erect and full of energy, Charlie is still a trained soldier. He is always saying, "every day is a battle, and I tell you it takes a good breakfast food to win the victory."

State Press Comment

Signs of Uplift

A Texas reitor smashed the coffee guzzling record by drinking 100 cups in 7 hours and 10 minutes, while a Winnipeg barber downs 80 cups in six hours and ups off with a pint of beer as a chaser. They are famous.

A youth in his teens swims the Catalina channel, and is hailed as an international hero, given a \$25,000 prize, \$1000 a week in vaudeville and a fat film contract, while cities quarrel over welcoming him as they never did our Homer in his lifetime.

A movie comedian and his latest wife fall out and shamelessly air their unsavory scandal in press and court. The newspapers give columns per day as the gold diggers rush the savings—and wherever either go, idle mobs stampede.

A middle-aged millionaire perverts goes in quest of a young girl, adopts a couple to keep them before marrying a girl of 16 as the third. He buys her palaces and limousines and dresses her like the queen of Sheba and when they fall out, each fill the newspapers and people stand-up all night to hear libidinous depravity related.

For six months clandestine escapades of a Los Angeles evangelist filled the newspapers as a four-flush district attorney squandered the taxpayers' money in a futile effort to make her admit herself a perjurer, while thousands contributed to her defense fund. Now she is on a triumphal tour of national salvation and her chief accuser, a confessed perjurer, is raking in the shooks for exhibiting herself.

There is no question about it, we are an intelligent nation and the tremendous amount of money we have spent and are spending in education, uplift and service is beginning to tell. The coffee or any other guzzler, and the athlete of any kind, are our heroes, while the debauchery of the dissolute and the lasciviousness of the libertine constitute our favorite literature and drama. We are progressing—even as Rome in the days of the Caesars.—Salem Journal.

Prune Advertising

The prune industry seems to have adopted a sensible way out of a part of its difficulty—the difficulty that comes from haphazard marketing that results in glutted markets and stagnant prices. The industry for the first time is trying to weld the growers and packers into one organization. Heretofore, it has been the growers vs. the packers. They now propose to go in cahoots, use the existing market facilities and cooperate for their mutual benefit. The effort to organize is being made by growers, packers, bankers and other business men interested. Independent growers are said to be in the movement—men who have stood out against the certain failure of the cooperative growers' organizations. Should these independents succeed in uniting with the packers then it is reasonably certain that the cooperative growers would come into the new organization and control of the market would be accomplished as near as such a thing can be. What is needed more than anything else is a concerted advertising campaign to acquaint people in the east with the merits of the Oregon prune. It is grown nowhere else and has no rival. The California growers of an immensely inferior prune are setting aside a definite portion of the growers' sales for advertising purposes. They have learned from the citrus fruit growers how to create a demand for their product. It would seem that Oregon growers ought to do the same thing for the Italian prune raised here. It has taste, class, merit. It is the queen of the prune family—distinctive, luscious, healthful. It is twice the size of the California prune and is a real, not a sickly, in taste. Let all the virtues be extolled in eastern magazines and before long the market will take care of itself.—Corvallis Times.

Try a classified adv. in this paper and watch results. You'll sure get 'em.

KINGS PRODUCTS COMPANY REBORN UNDER NEW HEADS

Stock Transfer From Old to New Organization Aim of Newly Chosen Trustees.

(Associated Press Local Wire.)

PORTLAND, Ore., Jan. 26.—Trustees who will have charge of the new corporation being organized by the stockholders of the defunct Kings Food Products company under the recent agreement reached between the stockholders' committee and the Nassau company, formerly the Ladd and Tilton bank, have been named.

They are: M. R. Whitehead, northwest manager of the Pacific Fruit Express; Judge John H. Stevenson of the state circuit court; R. L. Sablin, secretary of the Merchants Protective association; H. H. Herdman, vice president of the National Safety Council; and Leslie E. Crouch, attorney for the stockholders' committee.

Announcement of the appointment of the five trustees who will have charge of the new corporation for a period of three years was made in a letter being sent to all of the stockholders of the defunct Kings Food Products company by the stockholders' committee, inviting them to join the new organization for the rehabilitation of the plants of the two companies by exchanging their old stock for stock in the new company.

To Transfer Plants.

The agreement between the Nassau company and the stockholders' committee, the result of litigation and negotiations, provides for organization of a new corporation of the old stockholders to which the company will turn over the packing and dehydrating plants of the old Kings Food Products company, together with all patents and other personal property, free of all indebtedness. In addition the Nassau company has agreed to pay at once \$125,000 to the Strong and MacNaughton company to be held in trust for the new corporation as operating capital.

It is proposed that the new corporation shall begin the operation of the fruit and vegetable packing plant of the old Kings Food Products company at Salem and also the dehydrating plant at The Dalles, in time for the 1927 fruit and vegetable season. This will be possible, however, only should a sufficient number of the stockholders of the old concern come into the new organization.

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

Did You Ever Stop to Think

By Edson R. Walto, Secretary of the Shawnee, Oklahoma, Board of Commerce.

J. W. Hayes, business manager of the Memphis (Tennessee) Commercial Appeal, says:

That to get an accurate idea of the value of newspapers in modern life we should consider what they would have meant to William Shakespeare, the great copy writer of all time. For Shakespeare was not only an actor and a playwright, but a writer of brilliant copy as the word is used in writing circles of today.

His plays have never been excelled. They are printed in all languages of the civilized world. Any agency would pay him four times to write advertising today. Yet the greatest copy writer of all times often was in financial difficulties and died comparatively a poor man. No collection of his plays appeared until seven years after his death.

Think of what newspaper advertising and publicity could have contributed to the success of this greatest of English writers. Think also of what he could have contributed to newspapers. Advertising would have made Shakespeare an international figure overnight. But with the limited facilities of his days, his fame never extended much beyond the environs of London and his circle at Stratford-on-Avon.

Newspaper advertising today is a running account of the commercial history of the times. It includes every development, every activity in the realms of trade, art, science and letters. All of them depend upon advertising for their advancement and expansion.

The influence of advertising grows from year to year. With it, the markets of the world are being conquered. There is not a nation on the earth that has not heard of America's leading products. Advertising has carried the message.

Contrast the lack of facilities that caused Shakespeare's light to shine under a bushel with the flashing speed and world influence of the press of today, and you will measure the power and importance of the American newspaper.

NOTICE TO ACCOUNTANTS

Notice is hereby given that sealed bids will be received by the County Court of Douglas county, Oregon, up to and including Wednesday, February 2, 1927, at 10 o'clock a. m. for a complete audit of the books of the sheriff, treasurer and county clerk, for the year 1926. Successful bidder will be required to give a bond to be approved by the court in an amount equal to 25 per cent of his bid. The Court reserves the right to reject any and all bids. By Order of the County Court. IRA B. RIDDLE, County Clerk.

USED CAR SALE

Every family needs a car—perhaps your requirements do not demand a New Automobile, and you are in the field for a Reconditioned Car that will do your work. That is why we are offering you these few good buys—

Dodge Sedan, a good one	\$850
1923 Rickenbacker, all weather top	\$450
1923 Durant Coupe, a lot of service for	\$450
New Chevrolet Coupe, cut to	\$750

If it's a New Car you want, let us demonstrate the New Nash to you.

L. R. CHAMBERS MOTOR COMPANY

North Jackson at Court St.

Phone 649

25 FISHERS PERISH

MARIUOLA, Ukraine, Jan. 26—Twenty-five fishermen, carried out to sea on a huge cake of ice, are believed to have perished.

THREE DIE IN FIRE

WARREN Pa., Jan. 26—Mrs. C. B. Hills, 33, and two of her five children were burned to death today in a fire which destroyed their home.

Chas. S. McElhinny
"The Widow's Friend"
Oregon Life
Masonic Bldg. 101 N. Jackson



An accident may bring you great financial loss. But we can protect you.

Quine & Co.
Phone 108
Masonic Building

Good bridge players pay close attention to details. It wins at the game. They also observe the freshness of apparel worn by others.

Physical charm in women is greatly accentuated by refreshed clothing. Have you a party dress in the wardrobe that has been dry cleaned?

Prompt service is more than just the "promise" here—or does our service car stop each week at your home?

Imperial
CLEANERS
CHINA SERVICE
RESTAURANTS

Roseburg Steam Laundry KIDS

SUPERIOR LAUNDRY

OUR WORK IS OF THE HIGHEST GRADE... SO WE'RE SOLICITING YOUR TRADE

We're in the business of turning out high grade laundry. We execute your orders neatly, promptly and cleanly. We know of several reasons why you should patronize this shop and not one reason why you should not.

Roseburg Steam Laundry
PHONE 79
Roseburg, Oregon

HUDSON SALES AND SERVICE ESSEX
ROY CATCHING MOTOR CO.

30 Days Guarantee **USED CARS** We Take All the Chances
1927 LICENSE FREE

Franklin Roadster	\$75
1925 Chevrolet Coupe	\$450
1923 Chevrolet Coupe	\$275
1925 Ford Coupe	\$325
1923 Ford Coupe	\$250
1922 Dodge Sedan	\$525
1925 Star Touring	\$350
1924 Chevrolet Touring	\$225
1921 Ford Touring	\$75
1924 Overland Red Bird	\$150
1920 Dort Touring	\$125
1922 Essex Touring	\$350

We will sell these cars for one-third down, and 12 months on balance.

125 Rose—Auto Row

Phone 438

MOVED

BUICK AUTOMOBILE
Sales Rooms and Offices

Have been moved from North Jackson Street to our new location at corner of

Oak Street at Rose

We want all our old friends to drop in and see our new quarters and the shop. Then, too, we want all those people who have not seen the NEW BUICK to come in and look over the cars on the floor.

The shop is equipped to take care of all BUICK work, or repairing on any make of cars.

BUICK PARTS on hand always so that car owners can get service on short notice.

Make the Motor Shop Your Headquarters When in Roseburg

MOTOR SHOP GARAGE

New Location Corner of Oak at Rose Street.

L. W. METZGER
SASH DOORS MILLWORK

Complete Line of Building Material
Plate and Window Glass

Agent for Fairbanks-Morse & Co.
Phone 362 Roseburg, Ore.

GROCERIES
THAT PLEASE
PHONE US!

Every Need for Your Table
Our prices are never high—our merchandise is always the best.

ECONOMY GROCERY
344 N. Jackson St. O. L. Johnson