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Sales figures for 1926 are proof enough—what men want in a cigarette is *natural tobacco taste*



Natural tobacco taste, what a world of meaning in each word! The natural purity of fine tobaccos made to yield every last bit of taste and character. That's how good the "natural" is!

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They Satisfy—and yet, they're MILD

LIGGETT & MYERS TOBACCO CO.

SKYSCRAPER FIRE PRESENTS PROBLEM IN NEW YORK CITY

38-Story Blaze too High to Be Fought; 50,000 See Destruction of Scaffold.

(Associated Press Local Wire.) NEW YORK, April 13.—City officials were pondering today on the difficulties of fighting atop

fire proof skyscrapers. It was impossible to get water last night on a blazing wooden scaffolding atop the \$10,000,000, 38-story Sherry-Netherlands apartment hotel, which is under construction at Fifth avenue and Fifty-Ninth street.

The scaffolding extended around a 15-story tower atop a 23-story main building. Firemen were helpless. They had to watch the fire burn itself out.

Fire proof construction apparently is all that is claimed for it, for only a temporary wooden structure was burned, and lack of elevators in the unfinished building prevented quick access to the blaze. But fire department leaders and other city officials in formal discussions suggested that it might be necessary to limit the height of buildings or forbid wooden structures

so high in the air. Fifty thousand spectators in Central Park and nearby watched the scaffolding end sparks and giant embers flying over roofs to eight square blocks. The blaze resembled a giant roman candle in the skies.

Firemen climbed 28 flights of stairs with hose. But water that reached the flames was a negligible trickle.

The interior of the building escaped damage.

PATRIARCHS ATTENTION

Union Encampment will confer the Royal Purple degree Wednesday evening, April 13. Lunch. By Order of C. P.

Eat barbecue, sandwiches and live forever. Brand's Road Stand



Your car may be wrecked any day in a street accident. Insure against loss. Ask us for rates.

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In Sweden they realize the necessity of cleanliness. School children must bathe and have their clothing sterilized every day. They know how to keep down disease germs. So do we—no germ can live through the process of DRY CLEANING. You owe it to yourself to guard against germs. Look at the germs in our window.

Imperial
CLEANERS

PORTLAND MAKES ELABORATE PLANS FOR ROSE FESTIVAL

Many New Features Being Added This Year—Giant Stage Being Erected for "Rosaria"

PORTLAND, April 13.—(Special)—With the railway and stage companies announcing the lowest round trip excursion fares to Portland in the history of the annual Rose Festival, for any event of a similar nature ever held in the Northwest, came the announcement yesterday of definite plans for the 1927 annual Portland fiesta and pageant "Rosaria" on the most mammoth scale ever heretofore attempted by the Rose City.

In addition to the usual events of Rose Festival week from June 12 to 18, which include the Floral and Merrykhana parades, annual Rose Show, decoration and illumination of Portland's beautiful park blocks will be five great night performances of the pageant "Rosaria" with a cast of 3,000 actors, a chorus of 1,000 trained voices with 100 musicians from Portland's noted Symphony orchestra.

Many new features have been added to the Rose Festival program this year to include a weird and spectacular Chinatown Oriental carnival covering many blocks on Second and Fourth streets to be staged by the city's leading Chinese residents who have raised a fund of \$10,000 for decorations, Chinese bands and performers.

Other features this year will include a big military parade, a demonstration of fire fighting, life saving, wall scaling, and other thrilling events by the entire fire department of Portland, a junior festival in the city parks in which 5,000 school children will take part, a regatta and water sports carnival on the Willamette river in the heart of the city and many other events.

With Portland the only city in the Northwest planning a great summer outdoor civic feature, transportation lines are centering their efforts in attracting the attention of thousands to the various events of Rose Festival days.

Portland business men with Mayor George L. Baker and directors of the Rose Festival realize there is an excellent opportunity for Northwest cities and communities to place the story of their agricultural or industrial greatness, scenic features or other natural resources before the eyes of thousands of people through the medium of the Floral or Merrykhana parades.

Cities and communities interested in taking an active part in the events of Portland Rose Festival week are invited to get in touch with the management by writing to the festival offices in the Oregon Building. Information regarding parade features, entries and character of floats desired will be forwarded at once.

S. C. Pier, one of the festival directors in charge of outside participation, is planning a tour of the Northwest cities in the interest of the festival.

Mayors of Northwest cities will all receive personal invitations from Mayor George L. Baker to visit Portland during the fiesta and witness the pageant "Rosaria."

One of the unique features of Rose Festival week will be the gigantic stage to be used in producing the pageant "Rosaria." The stage will be the largest ever constructed in the West and will be so operated that changes of scenes will be made in fifteen seconds, something that heretofore has never been possible in the presentation of pageantry. "Rosaria" will be in eight episodes and five scenes with the 3,000 actors all lavishly costumed.

Mail orders for seats for "Rosaria" are already being received at festival headquarters in the Oregon Building and indications are that thousands will view the colorful pageant this year.

Portland is making early plans to handle thousands of visitors during the week of June 12 to 18.

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Buy yours from a dependable concern and get a dependable car—one that you know what you've got when you've got it.

NASH SIX TOURING
A solid looking car that is an exceptional puller. Four good tires are on the car. Priced right.

OVERLAND TOURING
An attractive and dependable small car that has been brought in for us to move, and priced for the purpose of selling.



DODGE SEDAN
Three new tires, two original tires on car. Completely reconditioned mechanically. Price lower than Portland prices.

CHEVROLET COUPE
1923 model, well kept. Good tires. Good puller. Price low.

DODGE CUT-DOWNS
We have several Dodges with built-up open express bodies for a "hundred and one" uses.

FORDS AND CHEVROLETS
You may select a good used Ford or Chevrolet from our stock of open cars, closed cars and trucks.

J. O. Newland & Son
Roseburg, Oregon

DAVE SHADE GETS CALL OVER KRUG

(Associated Press Local Wire.)

CHICAGO, April 13.—Only Tiger Flowers stands today between Dave Shade of California and a championship fight with the midweight, little holder, Mickey Walker.

Shade last night outboxed Phil Krug of Paterson, N. J., in ten rounds, getting the decision of two judges and the referee. Krug, who had held Shade to a draw in a previous fight when both were welterweights, was the last battler in the middleweight division, excepting Flowers, to challenge Shade's right to a chance at the title.

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Coast League Baseball

(By the Associated Press.)

The San Francisco Missions defeated the Seattle Indians 5 to 3, Slade starring with three doubles and a single. A crowd of 17,000 saw the opening game at Seattle. Batteries: Phillette and Walters; Brandt and Schmidt.

Los Angeles defeated Oakland 5 to 5 in the series opener. Buzz Arlett, Bob Hasty, and Frank Brall Garnered home runs. Batteries: Hasty, Cooper, Craighead and Boal; Wright and Hannah.

The San Francisco Seals defeated the league leading Seals 12 to 5 on the Seals' home diamond. The Seals bunched nine hits in the fourth inning and scored nine runs. Batteries: Vincel, Shea, Flynn and Severeld; May and Vargas.

Hollywood and Portland were traveling and did not play.

Games today: Sacramento at San Francisco; Missions at Seattle; Oakland at Los Angeles; Hollywood at Portland.

STAMPED GOODS

New items, new designs, new ideas! See our new line of quality stamped goods—and always moderate prices. Our big show window will give you an idea of the extensive line and its quality. Threads and trims in large assortment. Buy at Carr's—"where you save."

Fishing tackle and ammunition at Powell's Furniture Store.

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High grade used cars today bear little resemblance to the used cars of yesterday. Roads are better, garages are better, automobiles are better and owners take better care. And we know better than to try and build good will with bad goods!

J. O. NEWLAND & SON

Roseburg, Oregon.

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT



NO MATTER WHAT YOUR PRESENT TIRES ARE DOING—NO MATTER WHAT YOU EXPECT A TIRE TO DO—YOU'LL FIND A DUNLOP WILL DO IT BETTER.

LET A DUNLOP TIRE CONVINCE YOU

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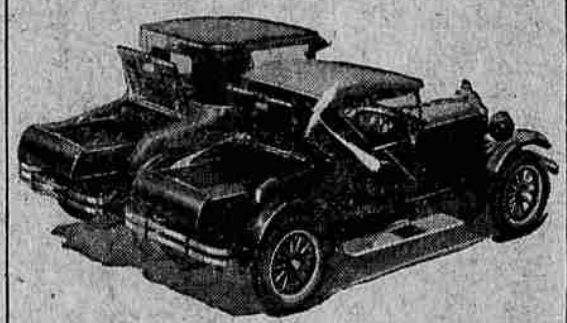
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TIRE REPAIRING

FREE TIRE INSPECTION

ADAPTS COUPE AND ROADSTER FOR COMMERCIAL USES



Dodge Brothers, Inc., announces that hereafter either the Dodge Brothers standard coupe or the roadster can be purchased equipped with a sliding drawer which will permit their ready adaptation to commercial as well as other uses. The telescoping drawer is built into the rear of the two types of cars and can be pulled out to provide additional space for carrying various articles. When not in use it is left closed and the hinged top of the rear compartment is let down, giving the car the appearance of the ordinary coupe or roadster.

whose work makes it necessary for them to carry tools and other special equipment of extra length. It can also be used very handsily on hunting, fishing and camping trips.

The drawer is made of steel and all joints are electrically welded. When closed it is entirely dust and rain proof. It is equipped with a nickel plated pull-to handle and is adjustable to three locking positions to facilitate loading and unloading. It is painted to match the coupe or roadster deck.

Because the tire carrier, when mounted in its normal position at the rear, would interfere with the sliding drawer, the spare tire is mounted on the left side of the car, well forward, to permit ready opening of the door on the driver's side.

HOLDUP MEN RAID SOCIETY TEA; GET \$20,000 IN GEMS

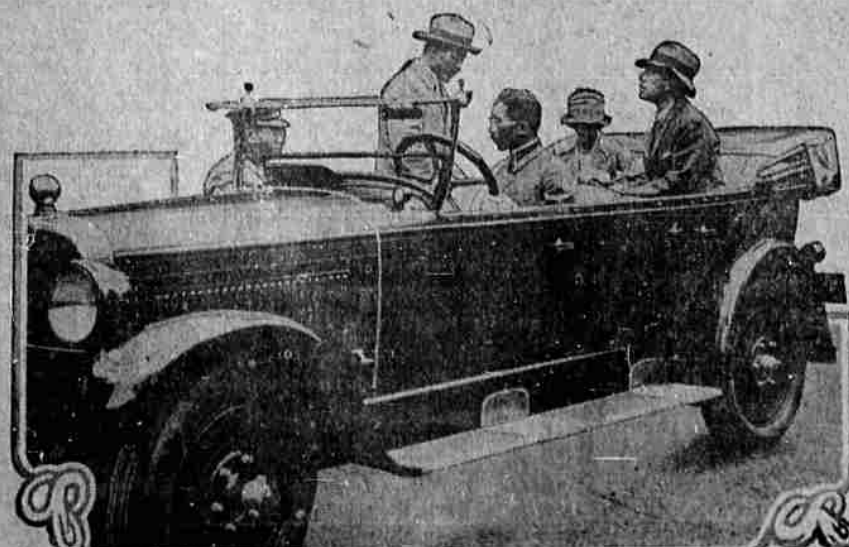
(Associated Press Local Wire.)

LOS ANGELES, April 13.—Two dapper holdup men, who yesterday interrupted an afternoon tea party in the home of Mrs. J. M. Cummings, Wilshire society matron, to

relieve the hostess and five women guests of \$20,000 in jewelry, were the objects of city wide police search today.

The robbers gained entrance into the Cummings home on the pretext of being officers. Brushing past the maid who answered the door, they confronted the gathering of women with drawn pistols. Threatening to shoot if anyone made outcry, the gunmen ordered the women into a small room.

The guests were searched, one at a time, and quickly made to part with their valuables. The two men left their victims frightened and huddled together with instructions to remain in the room for five minutes. They escaped in an expensive auto.



The Crown Prince and Crown Princess of Sweden, while making an extensive tour of the principal countries of the world, visited Hankone, a celebrated Japanese Summer Resort near Tokyo. The picture shows the royal party arriving in a Nash Advanced Six Touring Car.