



Some day You'll have two cars Why wait?

How many times have you wished your family had a second car? How often would it have been not only a convenience, but an actual saving?

Buick costs less today than ever before. Operating costs are lower too.

Why wait longer to buy another car? Your "family" car will be in ever-increasing demand during the spring and summer months. Get your Buick now and make the whole family happy this year.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

PHONE 268

OAK AND ROSE STS

GIANT PHONOGRAPH COMING TO THE PORTLAND ROSE FESTIVAL

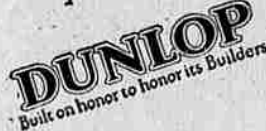
One of the features of the Portland Rose Festival this year will be a giant phonograph of the Victor Orthophonic type. This phonograph is to be placed on a platform in the park blocks not far from Theodore Roosevelt's statue. The phonograph is now on a tour of the United States and engagements in the middle west were cancelled so that the machine might have its first Northwest presentation in Portland Rose Festival week from June 13 to 18. The machine was built for the recent Philadelphia exposition. The phonograph weighs 2 1/2 tons.

The screen is 12 feet high and ten feet wide. The sound chamber is 7 1/2 feet high and 5 1/2 feet wide. It is a combination of the features combined in the orthophonic and electro-lux, two of the newest phonograph creations. It will be possible to hear the giant orthophonic for a distance of three miles. Concerts will be presented afternoon and evening under the direction of the Rose Festival management.

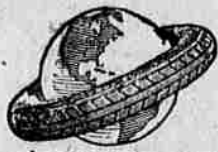
NOTICE

All bills for the Umpqua Chiefs Strawberry Carnival celebration must be in by Wednesday to Earl Pickens in order that they may be acted upon at the regular meeting of the Chiefs, Wed., June 1st. CHIEF UMPQUA.

J. O. Newland & Son invites you to come and get acquainted with



It costs no more to equip your car with Dunlop Tires



HENRY FORD TELLS OF NEW MODEL CAR COMING OUT SOON

DETROIT, June 1—Early production of a new Ford car superior in design and performance to any now available in the low priced, light-car field, was announced today by the Ford Motor company.

Henry Ford, designer of the car, and Edsel Ford, president of the company, both stated that within the next few weeks they will give a complete description of the new model.

The famous Model T Ford which still leads the automobile industry after twenty years of manufacture, will continue to be a substantial factor in Ford production, in view of the fact that about ten million cars of this model are still in use and will require replacement parts and service.

"The Model T Ford car was a pioneer," said Henry Ford today. "There was no conscious public need of motor cars when we first made it. There were few good roads. This car blazed the way for the motor industry and started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor car construction is now desirable and our new model is a recognition of this."

"Besides the Model T itself, another revolutionary element which the Ford Motor company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believe that when a man bought one of our cars we should keep it running for him as long as we could and at the lowest upkeep cost. That was the origin of Ford service.

"The Model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The world-wide influence of the Ford car in the building of good roads and in teaching the people the use and value of mechanical power is beyond question. Nowadays everybody runs some kind of motor power but twenty years ago only the adventurous few could be induced to try an automobile. It had a harder time winning public confidence than the airplane has now. The Model T was a great educator in this respect. It had stamina and power. It was the car that ran before there were good roads to run on. It broke down the barriers of distance in rural sections, brought people of these sections closer together and placed education within the reach of everyone. We are still proud of the Model T Ford car. If we were not we could not have continued to manufacture it so long.

"With the new Ford we propose to continue in the light car field which we created on the same basis of quality production we have always worked, giving high quality, low price and constant service. We began work on this new model several years ago. In fact, the idea of a car to succeed the Model T has been in my mind much longer than that. But the sale of the Model T continued at such a pace that there never seemed to be an opportunity to get the new car started. Even now the business is so brisk that we are up against the proposition of keeping the factory going on one model while we deal up for another. I am glad of this because it will not necessitate a total shut-down. Only a comparatively few men will be out at a time while their departments are being toolled up for the new product. At one time it looked as if 70,000 men might be laid off temporarily, but we have now scaled that down to less than 20,000 at a time. The lay-off will be brief, because we need the men and we have no time to waste.

"At present I can only say about this new model—it has speed, style, flexibility and control in traffic. There is nothing quite like it in quality and price. The new car will cost more to manufacture but it will be more economical to operate.

Special prices on extra heavy galvanized wash tubs at Powell's.

ESSEX SUPER-SIX SEDAN NOW READY

An Essex Super-Six sedan de luxe, with a number of advanced ideas in body construction is announced by the Hudson Motor Car company. Shipments on this new model have begun, and the cars are on exhibition in the display rooms of Roy Catching Motor company, Hudson Essex distributors. For the first time in motor car history, it is claimed by Hudson Essex engineers, an "airplane type" of construction has been utilized, with aluminum panels fabricated on a framing of steel. This unique construction is said to combine strength and rigidity of construction with lightness of weight. Even though this sedan is substantially larger and roomier than the standard Essex body types, the size has been obtained, it is declared, without excessive weight, so that standards of performance are entirely maintained. The body is manufactured by the Hudson or-

ganization in its own body plant. "An interesting feature of this car," said Mr. Catching, "is the curving contour. The whole exterior of the body is worked out in attractive proportions, and with the sides, top and back all rounded pleasantly into each other. Full advantage is taken of the higher hood and radiator of this year's Essex, so that the whole car is an attractive and handsome unit.

"The interior is finished with a completeness and richness to be expected in a de luxe type of car. Upholstery is mohair and velvet. Among the fittings are a smoking set and an additional ash-receiver, a dome light, robe rail, silken curtains on the rear and rear quarter windows, and a rear vision mirror. The car is equipped with special nickel-finished lamps.

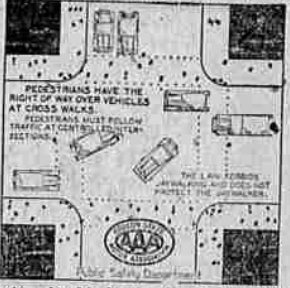
"Essex has designed and built this car to top off its Super-Six line. This year's chassis has been received with such universal enthusiasm that a de luxe body was called for which would correspond with the custom-built Hudson models. Admirers of the Essex chassis now have available to them an additional and distinctive type of body which is finished in the best degree of good taste and luxury.

"With the introduction of this body, Essex offers six car types: the open 2-passenger speedabout and 4-passenger speedster; and the closed coupe, coach, standard sedan and the de luxe sedan."

Galvanized screen wire at Powell's.

AUTOS MUST GIVE WAY TO PUBLIC AT STREET CROSSING

Far back in the borderline days when man first walked erect, he started in making paths—as time passed these paths became roads and man became a pedestrian. All went well with man and his roads until the advent of the motor vehicle—then a dispute arose as to



who should have the paramount right on these roads—the pedestrian or the horseless carriage. One line of authorities said that the pedestrian was here first and the right of crossing the road when, and as he wished, belonged to him. Another line said that the motor vehicle was an important unit in the chain of commerce and that as such unit, it was more important in the scheme of things than the individual pedestrian. The battle wages and will continue to wage, but in Oregon we have solved a part of it by adopting, at the suggestion of the Oregon State Motor association and the other agencies forming the Oregon Automotive Conference, the Hoover Committee recommendations on this point.

These recommendations as expressed by the 1927 legislature read as follows: "7 (b) The driver of any vehicle upon a highway within a business or residence district shall yield the right of way to a pedestrian crossing such highway within any clearly marked crosswalk or any regular pedestrian crossing including in the prolongation of the lateral boundary lines of the adjacent sidewalk at the end of a block, except at intersections where the movement of traffic is being regulated by traffic officers or traffic direction devices. Every pedestrian crossing



Why be a Tire nurse?

When a tire gets old and weak, there's a choice of two things for the wise motorist to do—

(1) Bring it in and let us see if our repair methods can put new vim and vigor into it

(2) Retire it on a pension and let us put on a sturdy new Goodrich Silver-town.

We'll save you money on either operation.

Harrison's Garage Phone 447 136 South Stephens Street Roseburg, Oregon



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Ford Quality Has Never Been So High

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YOU KNOW WHAT THE LABOR ON YOUR REPAIRS WILL COST YOU BEFORE WE START WORK!



TRAINED FORD MECHANICS
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YOU ARE SURE OF THE HIGHEST TYPE WORKMANSHIP FROM MEN WHO HAVE SPECIALIZED ON THE FORD!

LABOR SAVING EQUIPMENT MEANS

Better Workmanship at Lower Cost to You

The Management Wishes To Thank You For Your Patronage!

Come in and Meet Us Personally!

GIVE US YOUR SUGGESTIONS FOR IMPROVING OUR SERVICE

C. A. LOCKWOOD MOTOR CO.

FORDS

ROSEBURG FORDSONS

LINCOLNS

A highway within a business or residence district at any point other than a pedestrian crossing, cross-walk or intersection, shall yield the right of way to vehicles upon the highway."

Arundel, piano tuner, Phone 189-1.
GOVERNOR PATTERSON TO REVIEW STUDENTS

CORVALLIS, Ore., June 1.—(Special)—Three students of Roseburg will be in the parade before Governor I. L. Patterson when he reviews the entire reserve officers training corps in the fifteenth annual military tournament at O. A. C., June 4. School children of the entire state have been invited to the tournament as special guests of the military management. A special section for the younger generation will be reserved in the grandstand and special preparations are being made for their care and comfort while in Corvallis. The fast thinking ranks of the Grand Army of the Republic—old soldiers bent but still proudly maintaining a military bearing—will again take their positions in a box of honor at the tournament. Each year the old soldiers take their positions at the reviewing stand in the stadium to watch the younger soldiers of today carry on the work of national defense that they once upheld.

Following the grand review of cadets the tournament will offer every type of military entertainment possible. The engineering unit will set up a defense position with barbed-wire entanglements from which they will repulse an attack, similar to those used on the western front in the World war. A heavy of coast riders will take part in a mounted costume drill. Roman riding, tandem riding race, jumping in pairs, mounted pajama race and competitive musical rides are included in the horsemanship exhibition. Picked cavalry troopers most of them members of the O. A. C. varsity polo team will take part in a pushball contest. Only twice before in the knowledge of the army officers here has a mounted pushball contest been held in the northwest.

Wool sacks, twine and branding paint at Wharton Bros.
LEO BECKLEY WILL GRADUATE FROM O. A. C.

OREGON AGRICULTURAL COLLEGE, Corvallis, June 1.—Leo H. Beckley of Roseburg, son of F. W. Beckley is one of the candidates for graduation in the class of 1927. Mr. Beckley has held several important student offices while at college. Among these are manager of the O. A. C. Dolly Harpome, a student daily paper; assistant manager of the Orange Owl, a humorous magazine. He is a member of the Advertising club, Hammer and Coffin, a literary and humorous society and Theta Delta

Nu fraternity. Mr. Beckley maintained a high scholastic average throughout his career in college. He was admitted to Alpha Delta Sigma, an honorary fraternity in advertising. In sports Mr. Beckley was prominent, he has been a member of the polo team for the last three years. He has won his Orange "O," an honor in athletics.

How's She Hittin'?

BY ISRAEL KLEIN, Science Editor, NEA Service
The rich mixture on which the car has been running over the winter, won't do for summer. It is liable to cause pre-ignition, carbon deposit on pistons and cylinder heads, pitted valves, steaming water in the radiator and loss of power on the part of the engine.

The warm summer, long trips and rare atmosphere we meet on mountain voyage require the adjustment of the carburetor for a lean mixture of less fuel and more air. The obvious evidence of a rich mixture is black smoke issuing from the exhaust. Another indication is the slowing up of the engine when the throttle is wide open, and its speeding up when it is partly closed.

Also, if the auxiliary air valve of the carburetor is opened, the engine will speed up. And when idling, the engine will gallop, rather than run smoothly.

The best way to get the proper mixture through the carburetor is by making the adjustment after the engine has warmed up and while the car is in motion, that is while the engine is under load. In that event, the engine may be run at an average speed with the spark slightly retarded. The one should be stopped and the adjustment screw on the carburetor turned until there is popping in the carburetor. The screw should be turned back slightly and the car driven again. If, under load, the engine runs smoothly at this adjustment, the mixture is right for the conditions of weather and atmosphere prevailing at the time.

For long, speedy drives the carburetor may be adjusted for even a leaner mixture than is required for city driving. For after the engine has heated up considerably very little gas is required to keep it going at top speed.

At high altitudes, the mixture must be still leaner because of the decreasing supply of air. The whole secret lies in the proper proportion of fuel to air. In winter, the proportion favors the fuel because of the harder task to keep the engine warm. In summer, more air is needed in proportion to fuel because of the tendency to overheat.

AMERICANIZED HOLLAND

More than 63 per cent of the passenger cars, trucks and buses in Holland are of American manufacture. The principle competitor to America in that country is Germany. It's cheaper, too, he adds.

NEW TYPE PAVEMENT

A Swedish inventor has produced a new type of pavement that, he says, will stand a greater weight than asphalt, will not be softened by heat and will not be made slippery in rainy weather. It's cheaper, too, he adds.

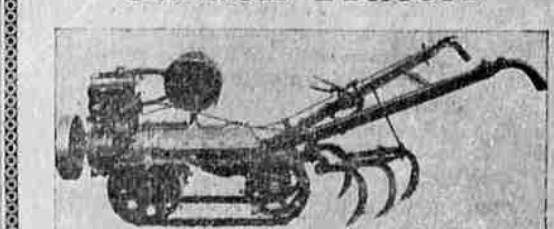
USED CARS ROY CATCHING MOTOR CO.

Ford 1926 Sedan, like new	\$425.00
Ford 1926 Truck, lots of extras	450.00
Ford 1924 Touring, down payment	70.00
Ford 1924 Roadster Delivery, down paym't	80.00
Ford 1921 Touring, full price	50.00
Hudson 1921 Speedster	475.00
Hudson 1921 Sedan	450.00
Gardner 1922 Touring	275.00
Chevrolet 1924 Sedan	325.00
Studebaker 1920 Touring	250.00
Buick 1918 Touring	100.00
Motorcycle, runs good, tires and license	25.00

125 N. Rose Phone 438 Roseburg, Ore.

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FLEX-TRED Garden Tractor



WILL PLOW, DISC, CULTIVATE, HARROW
Do away with slow, tiresome wheel and hand hoes—and expensive horses. Put a FLEX-TRED on the job now, and begin saving hours, dollars and hard work at cultivating. Easily handles 9 or 10 inch plow, according to size of tractor, in year old soil. Adapted to any and all ordinary walking cultivator tools and attachments. Noted for sturdy construction, power, fuel-economy and sure traction in all soils and under most difficult conditions—one man does the work of four.

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New Engine!

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3/4 1 1 1/2 2-Ton

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