

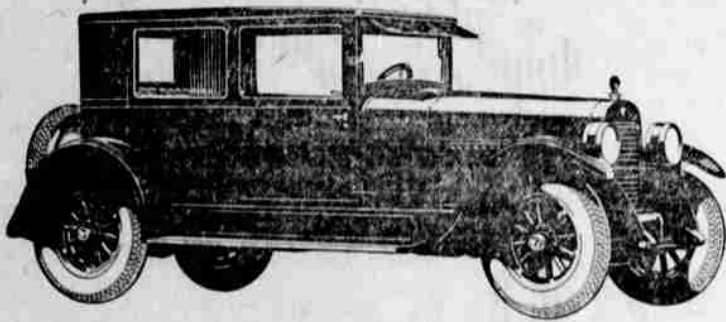
AUTOMOBILE SECTION

World's Greatest Buy
\$1250
 Freight and Tax Extra
for the HUDSON COACH

Throughout Hudson's long-time policy of giving greatest value for the money, this is the lowest price, the finest Hudson, the greatest value Hudson ever offered. Only Hudson's exclusive advantages of the famous patented Super-Six principle combined with the world's largest production of 6-cylinder cars make it possible. By greater margins than ever before it is today the "World's Greatest Buy."

The Great and Genuine Economy Its Owners Know

The good-will and satisfaction so evident throughout Hudson's enormous ownership results simply from the conviction of hundreds of thousands of individuals that they have the "World's Greatest Buy." The economy Hudson owners praise is not only in the big saving of first cost; they know, also, the greatest of all operating economies—faultless service for months on end with rarely any need whatever for attention and at a minimum expense for service.



Hudson - Essex World's Largest Selling 6-Cylinder Cars

ROY CATCHING MOTOR COMPANY

Show Rooms and Service Station New Location 125 N. Rose Street
 Phone 438

EXECUTIVES MEET IN SAN FRANCISCO

A three day gathering of the sales executives of the Western Department of the Tide Water Oil Sales Corporation, marketers of Vedol Motor Oil and Greases, was concluded early in July. The meeting was held in the Western Department Headquarters Building of the Corporation in San Francisco and all of the sales officials of the company on the Western Coast, were in attendance. The sessions were in charge of Western Manager F. M. Rowles and Western Sales Manager W. C. Pettigell.

A great many matters of importance pertaining to the development of the Company's operations on the Pacific Coast were discussed. Plans for increased dealer co-operation and advertising activities also received a great deal of attention. A review of the tremendous growth of the Tide Water Oil Sales Corporation on the Pacific Coast was given by F. M. Rowles who pointed with pride to the new homes of the organization in several leading Coast cities and the increased facilities adopted for economically and efficiently handling the large volume of Vedol business enjoyed.

Pettigell pointed to the growth of the sales personnel as indicative of the increased scope of the Company's activities and stated that the stability of the selling end of the organization proved the soundness of its merchandising plan.

Among those in attendance were: C. H. Pruner, North Pacific District Manager from Portland; J. H. Blem, Sales Supervisor in charge of the Seattle District; Charles J. Kay, South Pacific District Manager, Robert Louden, South Pacific District Sales Supervisor, both of Los Angeles; R. D. Phelps, Central Pacific District Manager, and R. J. Ertich, Central Pacific District Sales Supervisor, both of San Francisco.

Beside the out-of-town delegates were the following from the Western Department Headquarters in San Francisco: A. A. Stock, Assistant General Credit Manager of the Tide Water Oil Sales Corporation; Harold R. Deal, Western Advertising Manager, Frank A. Estes, Assistant to Western Manager, W. J. Diehl, Chief Accountant and Ashley M. Harris of the Sales Department.

The out-of-town representatives all gave very encouraging reports on business conditions along the coast and from all indications the volume of Vedol Motor Oil and Greases used by the Western motorists will far exceed all previous records. According to Western Advertising Manager, Harold R. Deal, a great deal of the credit for the increased volume is due to the educational advertising activities of the Company and the leading western newspapers. Deal stated that the Company had a real message to tell and the newspapers were broadcasting that message to the highest class of citizens in every community and as a result there is a better understanding of the tremendous responsibilities borne by motor lubricants in the protection of automotive equipment.

AUTO INDUSTRY LEADS THE WORLD

(By H. H. Bassett, President, Buick Motor Co.)
 Progress obtained by work of the hardest kind has brought the automotive industry within a quarter of a century from virtually nothing to the commanding place in the industry of our country. Now the first place has been attained, there should be no tendency to slack back satisfied. This industry must not be assumed if the industry is to retain its leading position.

The commercial history of this country is replete with instances of manufacturers who felt that they had arrived, and could rest content, only later to be rudely awakened by some young, vigorous rival who recognized the principle that to succeed you must progress. Every year for two decades the leading automobile manufacturers have brought out what they honestly believed was the best car in its price class, and felt that it could not be exceeded. Yet within twelve months their own engineers have proved that their product could be improved, and so it has gone on, each year bringing better automobiles and so we will continue as long as it is possible to make improvements.

Years ago the Buick Motor Company took for its slogan "Ward Better Automobiles are Built Buick will Build Them." This was not selected as a vain boast, but was predicated on the well defined policy that Buick would better its product by the adoption of such improvements as continuous experience may develop.

Maybe the perfect automobile yet to be built. No one can say how close or how far we are from

that coveted result. The large engineering and research staffs of the Buick are constantly working to create better Buicks, and as they progress better Buicks will be built.

It is a good thing for the industry as a whole that there is a tendency to discard the habit of making changes merely for the sake of having a change. But this extended to the curtailment of real improvements from year to year would mean but one thing ultimately—that the automotive industry would start slipping backward, for it is a truism that nothing stands still, we must continue to go forward or go backward.

CALIBRETON MIXTURES.

Too rich a mixture will be indicated by missing, by lack of power, by black smoke or a bad odor at the exhaust, by a red flame when the compression cocks are opened. Too lean a mixture will be indicated by popping, by missing, by lack of power and by a yellow flame.

EVOLUTION for CARTER'S Tire Shop

It is an old saying that people of the same thought and feathers flock together. Whatever is in a man will come out of him sooner or later. I am an evolutionist in belief, and now is a good time to foot my horn and broadcast my thoughts, because it is only by the exchange of ideas and thought that we can make the hill that leads to the fount of all knowledge. Now the question arises: "What is evolution?"

We will take scientists like Luther Burbank, who takes the little wild apple and potato, the thorns and thistles from the desert, and transforms them into a number of varieties, changes the flavor, nor do they look the same, smell or taste the same, but are wholesome, delicious food for man. Some people call this improvement, others call it evolution.

Again, if I take the father of a jinn and the mother of a horse we have what we call a mule. Some people call this improvement, others call it evolution.

We will take primitive man. He first discovered he could drag a heavier weight on a brush drag or sled than he could pick up and carry. He followed this method for about two thousand years, then he thought of putting wheels on it, and then he had a cart or chariot. A couple of thousand years later he thought of putting four wheels together, then he had a wagon. Two thousand after that we have the automobile. Some people call this improvement, others call it evolution.

Now once more, as the speaker says, I am told from reading authentic books that there is a tribe of people in the wilds of Australia that hardly know anything. They have hardly more than one hundred words to express their meaning. They can see only two colors, white and red. They sleep under shelter rocks and sheltering trees, make a nest to sleep in just like a hog. They eat bugs and lizards, and buds and barks of trees, and yet they are human beings.

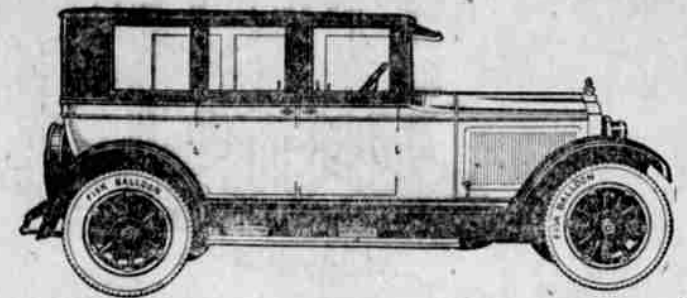
Perhaps we could go down there and commence systematic training and education among those people and in the course of time lift them up to our level. We could direct them spiritually, and we believe that if they live up to our conception of God, they will some day evolve to an angel, and then perhaps to an arch angel back home with God. Most all preachers preach this doctrine, but some people call it improvement, others evolution.

Listen, I am going to tell you my conception of God has changed wonderfully in the last ten years. Once I was a fundamentalist and saw God in the material sense. I no longer see anything in the material and think it is the real form, that the real in all things is back of the material. I longed for a number of years to know the truth about the spirit world, and I can tell you that on two occasions I have been permitted to look through the pearly gates and on the other side of material life, and what I saw was wonderful indeed. I no longer doubt, I know, I saw spirits in the spirit world—hundreds of them. I sat and gazed at them until I was overcome with fear and astonishment. And I do not think the spirit world is very far away. I sometimes wonder if there are not two spirits walking by my side—one good and the other bad, in continual warfare over my soul.

I know that a great many who read these closing words will have a word, creeping feeling and will pity me. But my dear brother and sister, I want not exchange this knowledge for all the gold in the world, for to me it is soul-satisfying after a long life floundering around in doubt.

NICK CARTER

WILLYS-OVERLAND-FINE-MOTOR-CARS



If You Knew What Every Willys-Knight Owner Knows, You'd be driving a Willys-Knight Car

Up to June 30, this year, there were 200,000 Willys-Knight cars in active service.

And on that day and date, those owners were experiencing a degree of car-satisfaction the average owner wouldn't believe could exist in any motor car.

30,000, 40,000, 50,000 miles—not a day out of active commission, not a dollar spent for engine repairs... Not an uncommon experience among Willys-Knight owners... No carbon troubles. No valves to grind.

The patented Willys-Knight engine does away with both...

To the exceptional engine efficiency of the Willys-Knight is added another exclusive advantage—absolute lack of vibration, due to the Lancheater Balancer. The Willys-Knight is the only automobile in the United States equipped with this device...

These things the Willys-Knight owner knows, and, knowing, counts on keeping his Willys-Knight two and three times as long as any other car.

WILLYS KNIGHT

Four-cylinder models from \$1295 to \$1695. Six-cylinder models from \$1845 to \$2495. All prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

WELLS & CHASE

Overland Dealers—Accessories 317 N. Jackson St. Phone 399

BIG INCREASE IN NUMBER OF AUTOS

DETROIT, Mich., July 22.—The Chevrolet Motor Company having established successive production records for April, May and June, will exceed by August 20, the total production for the entire year of 1924, it is announced by R. H. Grant, general sales manager.

Chevrolet production during 1924 was 395,393. During the first six months of 1925 the total production reached 246,981 or only 59,222 under the aggregate for the preceding year.

The company produced 54,914 motor cars and trucks during June, exceeding any previous June in its history. The total for the month was exceeded by only one month of Chevrolet production.

October of 1923. Sales to dealers during June were 54,725. At the end of June there still remained 24,654 unfilled retail orders in the hands of the dealers.

"I stated recently that the motor car industry was becoming stabilized; that the undesirable peaks and depressions of production were being flattened out," said Mr. Grant. "This statement is substantiated by the Chevrolet production figures for the last three months.

"In April we produced 52,226 cars and trucks; in May 52,853 and in June 54,944. Thus we have a variation of only 2,798 units between the lowest and the highest of the three months. And of even greater significance is the fact that our production crept up instead of down during a period in which past experience has led manufacturers to expect a decided decrease.

"Another significant figure is contained in the statement of the National Automobile Chamber of Commerce that the May 1925 Chevrolet sales were 232.8 per cent of the May 1924 sales and that the truck sales for the same month were 292.6 per cent of those for May 1924."

popularity. First of all, the price is low. This gives those in moderate circumstances an opportunity to enjoy a car, while those in moderate circumstances an opportunity to enjoy a car, while those of more means may easily provide the younger members of the family with a runabout of their own at a small outlay and thus retain the higher priced cars for use of others in the family.

Even before the vacation season arrived there were indications that Ford runabouts had come into increased favor, for more of them have appeared on the streets during the early spring months this year than in previous years. It is just about impossible now to turn onto any street or road without meeting the familiar Ford runabout with top down, more than likely in a khaki colored body, with windings on the windshield and other accessories according to the owner's individual taste.

Now with the hosts of young men and young women home for vacation the number of Ford runabout drivers promises to take a decided increase, judging at least from the early season popularity of the car.

EDUCATING THE "JAY WALKER."

The police department of Williamsport, Pa., is handing a card to each pedestrian who crosses streets at places other than intersections, or who disobeys the signals of a traffic policeman. No arrests are made. The words appearing on the cards are the following: "You have violated a traffic law. Help us in the enforcement of all laws. This is for your safety as well as for others."

FOR SALE

1924 Chev. Roadster
 RUN 4500 MILES
 Cannot be told from new car.
 Trades Accepted. E Z Terms
 Ed. Marsh Mot. Co.
 Oak and Pine Phone 446

YOUNG PEOPLE GO IN FOR MOTORING

With schools and colleges and vacation time here, young folks are getting out into the road and to all appearances they seem to be going in for motoring more than ever before.

Any observing person can see it in the traffic along the streets and on the country highways—at the openings in the parks, at the summer resorts. The number of young men and women driving cars is everywhere showing a surprising increase.

SARFF'S Auto Wrecking House

329 N. Main St.

The House of a Million Parts, and the place to buy your auto parts and save money. Come in and if you don't see what you want ask for it.

Old Cars Bought for Wrecking.

Phone 553

ing operations in Umatilla county for a day or two. Harvesting is now in full swing in the heavy bearing portions of this area. Heavy clouds gave promise of more rain later in the day.

SACRIFICE FOR QUICK SALE

1921 Special Six
 Studebaker

Repainted, Reconditioned.
 Ed. Marsh Motor Co.
 Oak and Pine Phone 446

ROSEBURG GARAGE

Official AAA Garage and Mechanical Service Station
 Timken Roller Bearings
 CONNECTING ROD BEARINGS
 Balloon Tires and Rims, All Makes of Car



Repairing Our Specialty

Work done to your satisfaction. Phone us or drive in the car yourself.

Hall & Young Garage
 631 Winchester St. Phone 388

BAD PISTON RINGS AID IN MOTOR HEAT

The average motorist, when he becomes aware of an over-heated engine, usually thinks immediately of such common causes of motor heat as the lack of oil or water. There are, however, still other reasons that are just as potent and dangerous. One of these is the worn piston ring.

Automotive experts tell us that on each compression stroke, part of the gas vapor passes down past the loose-fitting piston rings into the crank case and there condenses and mixes with the oil, thus causing a gradual thinning out of the lubricant. Consequently the rubbing steel parts are "starved" of oil, and friction at once begins. The mixture of oil and gas, the function of which is to form the film of oil between the cylinder walls and pistons is soon broken down under the intense cylinder temperature. The gasoline immediately burns under high temperature, leaving a carbon deposit and leaving the rubbing surfaces hard and dry. This cannot help but create heat, which at once radiates on the heat indicating device placed on the radiator cap, thereby warning the motorist to act before it is too late.

CALL FOR BIDS

Sealed proposals will be received by the undersigned up to and including 7:30 o'clock Tuesday, July 21st, 1925, for the painting of the Fullerton school house, located in West Roseburg. Specifications may be obtained from the undersigned. Bond or certified check for five per cent of the amount bid must accompany bid. The board reserves the right to reject any and all bids received.

V. J. MICELLI, Clerk.
 Outing supplies—visors, colored glasses, bathing caps and shoes, and first aid preparations. Lloyd Crocker.