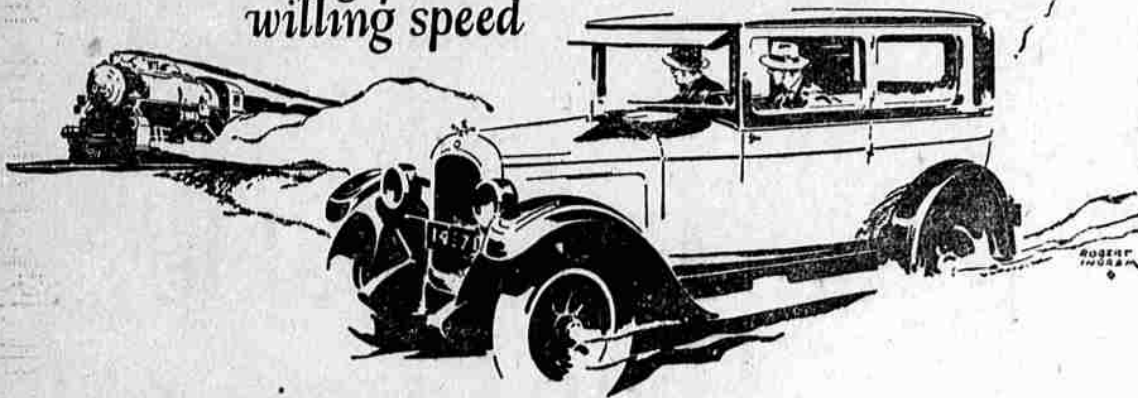


AUTOMOBILE NEWS

For the Man who is Geared to go on "High"

Here is a companion ready to serve you with lusty power and willing speed



NAME four great, popular trains—"The California Limited"—"The Overland Limited"—"The Olympian"—"The Oriental Limited"—why—because they are modern trains—designed to go fast and with comfort.

Name the great popular favorite among the light sixes—instinctively you think—"Overland Six"—why—because it is a modern car—built to go fast and with comfort.

Nothing like the great ability of the modern type, six-cylinder motor in this car can be found in any other car of near its price or size class.

This is proved in every day performance, for the Overland Six will out-run, out-pull, out-perform, any other car of its type—and service records from better than 70,000 owners are proving every day that it will outlast any other car in any way competitive with it.

Modern engineering is the reason—a motor built to maintain an average of better than 40 miles an hour—designed to deliver its full power in a straight line direct to the rear axle—mechanically right for the kind of driving that the modern man or woman insist on—the composite best of eighteen of the finest European and American motor cars.

Low swung weight—the result of the proper designing of the body, the proper suspension of the power plant—give this Overland Six remarkable road stability—you ride curves like a limited train—all four wheels securely on the road.

And Pullman-like luxury is secured from generous body dimensions—long, scientifically suspended springs and balanced weight.

Ride in this remarkable car—try it out—test it on a favorite hill—you have a new experience in store.

\$935

Touring \$895 Coupe \$895
F. O. B. Factory

The New Willys Finance Plan

Smaller down payments and smaller monthly payments—the lowest credit cost in the industry.

OVERLAND SIX F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399

Look Where You Put Your Money

Many people fear to buy a used car—that is because they have not gone to a dealer who is established and has a reputation to safeguard. Buyers of our used cars are good prospective customers for new cars.

Look up our offers for this week in the classified advertisements column—then visit our used car lot one door west of the post office.

J. O. NEWLAND & SON

Dealers in

Dodge Brothers Cars

Graham Brothers Trucks

Roseburg, Oregon

GROWERS WITH NO BUSINESS IDEAS RECEIVE ADVICE

(Associated Press Leased Wire.)
ST. PAUL, Minn., July 7.—Sound business practices supported by members of cooperative marketing groups is an important formula for success in agricultural cooperative effort, according to A. F. S. Steele, manager of the Apple Growers association of Hood River, Oregon.

Education, he told the American Institute of Cooperation here, is an important factor in keeping the individual member informed on the business methods of his organization. He said that while they should know exactly how the administration of the marketing of his products operates, the member should not attempt, through his voting power, to run the intimate details of the business.

"The board of directors," he declared, "are elected by the membership to guide the policies of the association, and not to meddle with the intimate details. Just as sure as they attempt to run the details of the business, just as sure will the inevitable smash come. Then they must furnish a goat on whom they can lay their sins. It is usually not the particular employee's fault; but he has to be the one to take the brunt."

See it today and then see it five years from today. We mean Sutherland Valley.

DURKIN DEFENSE RESTS

(Associated Press Leased Wire.)
CHICAGO, July 7.—After attempts by the prosecution to obtain from Martin Durkin, charged with the murder of Edwin C. Shanahan, a federal agent, identification of specimens of what was said to be his handwriting, the defense rested its case today soon after the completion of cross examination of the prisoner.

BAD FLOODS IN SERBIA

(Associated Press Leased Wire.)
BELGRADE, Jugo Slavia, July 7.—The rivers Danube, Sava, Tisza and Drava continued to rise. Nevertheless the flood situation seems to be improving, in view of an announcement that traffic on the railway line from Belgrade to Nish will be reestablished tonight. Three persons have been killed by lightning in the Vranja region.

This Newspaper is the shopping window for thousands of customers!

How About Your Goods?

OVERLAND SIX HAS NEW FOLDING SEAT

Another stride toward refinement of present day motor cars has been taken by the Willys-Overland company. It is evident, with the announcement of a new and improved seating arrangement for the Overland Six Standard Sedan. Overland engineers are constantly working on the development of minor refinements in the company's product and the latest improvement is individual, chair type front compartment seats for the two door sedan model.

Formerly, the front seat in the Overland Standard was of the one-piece cushion type with close fitting individual backs. The new seating system introduced by the Overland has many attractive and desirable features.

The new individual seating arrangement consists of two separate chairs. They are hinged by sturdy floor "swings" and tip forward completely out of the way of passengers entering or leaving from the rear compartment. They are installed far enough apart to eliminate disturbance to the driver by a companion passenger.

The folding feature of both front seats allows much more room in the rear compartment. It is an important safety factor allowing free and unobstructed passage from the rear of the sedan.

Women drivers especially favor this design of seating because of the ease of riding and entering the car. The seat hinges are so designed that all joints and protruding parts are concealed eliminating any danger of catching clothing while entering or leaving the car. The fact that the driver's seat also tips forward is a pleasant and improved feature. This allows free passage from either side of the car.

Do you know there are millions of feet of the finest timber in the state in sight of Sutherland?

NEWSPAPERS TELL VIRTUES OF VEEDOL

Tide Water Oil Company, recently merged with Associated Oil, into the Tide Water Associated Oil company, reports record breaking sales of Tydol, Veedol and Veedol Forzol for 1925. As a result of these enormous sales the company is engaging this year in the largest advertising campaign in its history, officials of the company explaining that the advertising budget increases automatically with expanding sales. This year the company, for the first time, is using newspaper advertising on a national scale. Through intensive merchandising of the campaign to Tydol and Veedol dealers for two to four weeks in advance of publication, the advertising is in some cases approximately paid for, through increased sales, before the advertisements appear. A local Tydol advertising campaign of the Tide Water Oil company received this year one of the Harvard advertising awards for excellence, founded by Edward W. Bok.

The company limits its advertising appropriation strictly to a certain number of cents or fraction thereof per gallon of oil and gasoline sold, therefore enforcing econ-

SAVE with SAFETY at your Rexall DRUG STORE

Gentleman's Talcum



25c

After the shave, sprinkle a little Gentleman's Talcum on a towel and wipe the face. Takes off the shine—does not show. A real man's Talcum.

Nathan Fullerton

The Rexall Drug Store

Roseburg

Oregon

COLONEL MACNIDER PASSES THROUGH

(Associated Press Leased Wire.)
PORTLAND, Ore., July 7.—Colonel Hanford MacNider, assistant secretary of war, after a busy day in Portland in connection with his mission of organizing the country's industrial and other facilities for mobilization in an emergency, departed at 1 o'clock this morning for San Francisco. At Medford the MacNider party is to be taken by train and across the Siskiyou by automobile to Hornbrook, Calif., where they will rejoin their train.

Col. Hanford MacNider was met at the train in Roseburg by Leo G. Devaney, L. J. Crafton and Oscar Berrie, representing the American Legion of this city. Mr. MacNider is well acquainted with Dr. E. B. Stewart, state commander of the American Legion, they having been boyhood friends in Mason City, Iowa, their home town.

MERCHANT STOPS BURGLAR WITH GUN

(Associated Press Leased Wire.)
WALLACE, Idaho, July 7.—A man who attempted to rob the H. S. Davenport store at Enaville today was shot and apparently seriously wounded by the store proprietor, who was awakened by the creaking of the door and blazed away with a shot gun.

FIRE AT PE ELL COSTS \$100,000

(Associated Press Leased Wire.)
PE ELL, Wash., July 7.—One business block was partially destroyed by fire which broke out here yesterday afternoon causing estimated damage of \$100,000. Origin of the blaze, which for a time threatened the entire business district, was not determined.

Anyway, you are not taking a chance when you buy a lot in Sutherland.

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

Keep your eye on Sutherland. Something is going to happen.

any and efficiency in the advertising budget. Sales for the past two years have increased to such an extent that it has been possible to reduce the amount per gallon spent, even while expending the volume of advertising.

CIGARETTE BLAMED FOR ANOTHER GRAIN FIRE IN UMATILLA

(Associated Press Leased Wire.)
PENDLETON, Ore., July 7.—The third grain fire of importance in Umatilla county in as many days occurred yesterday when 175 acres on the ranch of Lowell Stockman, near Helix, burned from a fire thought caused by a lighted cigarette thrown by a motorist. Several sheds were also destroyed. It required the efforts of 150 people for two hours to quell the flames. The loss is covered by insurance. This brings the total to 475 acres in three days, besides several fires on smaller acreage.

Don't make any mistake. Sutherland is the place.

There's no argument after you've had your car repaired in our shop. We do the work right the first time, so there's never any come-back.

L.R. CHAMBERS Motor Co. Oak and Rose Streets

HUDSON COACH

Now \$1095

F. O. B. Detroit, Plus Government Tax

Standard equipment includes: Front and Rear Bumpers, Automatic Windshield Cleaner, Rear View Mirror, Transmission Lock (built-in), Radiator Shutters, Moto-Meter, Combination Stop and Tail Light.

ROY CATCHING MOTOR COMPANY

125 N. Rose St. Phone 438 Roseburg, Oregon

On the Finest Hudsons in History

In the world's largest production of six-cylinder cars, Hudson has every manufacturing economy. It offers unequalled savings because of thorough distribution. That is why, today, the finest Hudsons ever built are priced the lowest in history.

For 11 years the Super-Six has held unrivaled leadership for smoothness and reliability. Its patented Super-Six motor is the most famous in the world.

Hudson gives long, hard service at low cost of maintenance. It gives easy operation and little service care. It is easy to steer, safe to operate, and most brilliant in performance. Its pride of ownership is voiced by owners everywhere. Buyers pronounce it the World's Greatest Value.

New Reduced Prices Are

BROUGHAM \$1395

7-PASS. SEDAN \$1550

F. O. B. Detroit, plus Government Tax

Standard equipment includes: Front and Rear Bumpers, Automatic Windshield Cleaner, Rear View Mirror, Transmission Lock (built-in), Radiator Shutters, Moto-Meter, Combination Stop and Tail Light.

ROY CATCHING MOTOR COMPANY

125 N. Rose St. Phone 438 Roseburg, Oregon