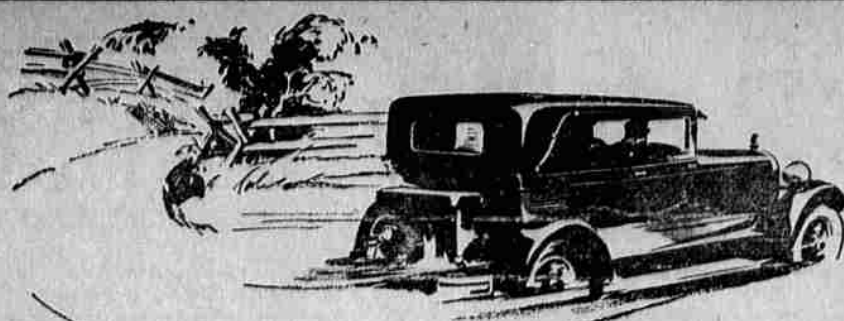




As if every curve were banked

A thrill, never to be forgotten, and a zest that familiarity cannot dull, are in store for you when you take your first ride in the new Hudson Super-Six.

You travel faster in city traffic, because of flashing getaway, swift, smooth acceleration and instantaneous control that easy steering and four wheel braking give.

And 'cross country, you have new ranges of high speed, easily sustained and safely employed with indifference to road conditions because of the positive road-hugging action provided in the low center of gravity and Hudson's patented and exclusive spring suspension.

HUDSON SUPER-SIX

Standard Models

Coach \$1285 Sedan \$1385

Custom Built Models

Roadster \$1500 Phaeton \$1600 Brougham \$1575

5-Pass. Sedan \$1750 7-Pass. Sedan \$1850

All prices f. o. b. Detroit, plus war excise tax

HUDSON Super-Six

ROY CATCHING MOTOR CO.

125 N. ROSE

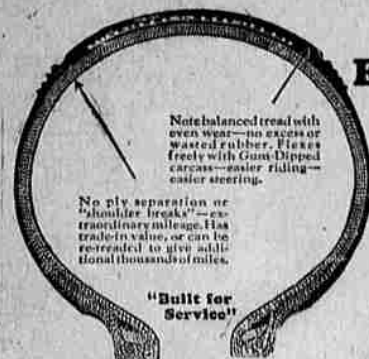
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ROSEBURG, ORE.

For Your Decoration Day Trip and All Season—

Enjoy the Safety, Comfort
and Economy of

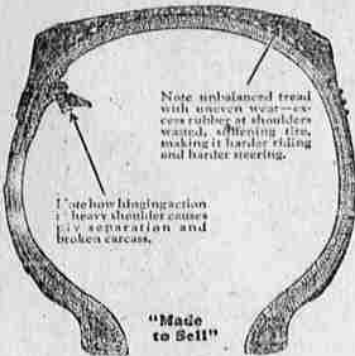
Firestone GUM-DIPPED TIRES



Firestone Round Tread Balloon

MANY Firestone Dealers are prepared to take in your old tires, offering you a liberal allowance on a new set of Gum-Dipped Balloons.

Firestone Dealers are given the advantages of attending Tire Educational Meetings held throughout the country, where tire design and construction are discussed. The sections of used tires reproduced here are a part of this program. Study these two sections and you, too, will understand what Firestone means by tires built for service and tires made to sell.



Flat Tread Balloon

The Firestone Gum-Dipped Balloon with its scientifically designed tread permits free flexing, easier riding, extra comfort and safety.

The balloon tire with heavy, flat tread design is obviously stiffer and rides harder. The excess rubber, placed for appearance at the edges of the tread, is not only wasted but produces hinging action causing ply separation and "shoulder breaks."

Firestone designed and manufactures Oldfield Tires and Tubes, distributing them direct to Firestone Dealers only, through 148 Factory Warehouses. This efficient and economical distribution assures tire buyers everywhere, clean, fresh stocks of Firestone and Oldfield Tires in all types and sizes, and has helped to make possible today's remarkably low prices—the lowest in tire history. See the Firestone Dealer today.

OLDFIELD TIRES

at Low Cash Prices

30x3	Fabric	\$5.85
30x3 1/2	Fabric	6.85
30x3 1/2	Cord	7.35
29x4.40	Balloon	8.40
32x4	Cord	13.40
31x5.25	Balloon	15.35
33x6.00	Balloon	18.35

Oldfield Tubes
also priced low

Following Dealers Can Save You Money and Serve You Better:

C. A. Lockwood Motor Co.
Roseburg

B. R. Richter & Co.
Camas Valley

C. A. McGinnis
Dillard

Myrtle Creek Garage
Myrtle Creek

Chas. Rowell
Tennille

John Alexander
Glide

GOODRICH BUILDS NEW TIRE PLANT IN LOS ANGELES

B. G. Work, President of the B. F. Goodrich Rubber Company, Akron, Ohio, has just announced the purchase of 45 acres of land outside of Los Angeles, for the erection of a Pacific coast factory to be devoted to the manufacture of tires and tubes.

It is also reported that this new plant will have a production capacity of between 5,000 and 8,000 tires daily and will be in operation early in 1928. It will employ in the neighborhood of 5,000 men.

Goodrich decided upon a Pacific coast plant, according to officials in order to be in a better position to meet the rapidly growing demands of the coast trade. The Akron plant is already overcrowded. Production has been steadily increased until it has become necessary to increase manufacturing facilities to relieve this situation.

Sales pressure from the Pacific coast was such that the Goodrich officials naturally turned their attention to the west coast, when the decision was made to enlarge present production capacities.

No estimates of cost on the new project have been prepared. It is understood, however, that work will be started immediately in order to relieve congestion in the Akron plant as soon as possible. The tract purchased is large enough to permit such expansion as may be necessary from time to time.

AUTO CAMPING IS POPULAR PASTIME

Auto camping today is not an experimentation. It is a vocational institution that is here to stay. There is no other recreation that offers the same amount of enjoyment, relaxation and complete independence as does auto camping.

You own your own equipment, you are your own boss to come and go as you please and stay as long as you like. You go to bed when you please, get up when you please, eat at your own leisure and travel as the spirit moves you.

The success of the trip depends entirely upon you. Every trip brings out something new and experience teaches us to disregard the non-essentials that take up valuable room in the car and to carry only the items necessary to make the trip enjoyable. In addition to the complete independence that a camping outfit offers, it is an economical means of enjoying the country. Good equipment will last for many years and will pay for itself in money saved on hotel and restaurant bills in a short time.

Loading the car with a tent, cook stove and spring beds did not present a very pleasant picture a few years ago and but few went camping. Modern camping equipment has so changed the picture that not to go camping, today, is more a novelty than to do. The Pierce Arrow hobnobs with the Ford and their owners talk over the day's trip, swap road information and fishing yarns, while making camp for the night. Camping makes all men members of one great democratic fraternity, sheds them of conventional veneer, and unites them as brothers.

WHIPPET HEADS U. S. AUTO FLEET IN THE CORN BELT

TOLEDO, Ohio, June 1—With this city established as main headquarters of the government agricultural department on its war against the corn borer, important steps already have been taken by officials in charge to halt the steady westward march of this pest. In this war against the corn borer, the automobile is playing a prominent role.

Scores of tractors and trucks already have been purchased by the government for the drive against the borer and the latest addition to the automobile section is the purchase of 75 Whippet cars which will be used by the federal inspectors in covering the vast territory now invaded by the borer. This section includes northern counties of Pennsylvania, Ohio, and Indiana, with some of the counties of lower Michigan infected.

The Whippets were purchased by the government about the time E. C. Brewer, administration officer in charge of field operations of the war on the corn borer arrived in Toledo to establish central headquarters. These Whippet cars will be used by the various government inspectors in their rounds of the infected areas to see that the work of stamping out the borer is followed closely.

Nearly 4,000 employees are at work under the control of the local corn borer headquarters. The idea is to have the old corn crop thoroughly cleaned up early in May and stringent regulations compel the farmer to do this work although he is allowed \$2 an acre for the extra labor involved. It is estimated that the government will pay out about \$5,000,000 to farmers for this labor. In the event a



A car for her, too!

In thousands of average American homes there are now two automobiles—"a car for her, too," so there may be transportation for the family while "he" drives away to work.

And the family car has such an infinite degree of usefulness! Downtown shopping, taking the children to school, afternoon calls, meeting trains—and the many additional trips that must be made to and from the house as a part of every day's routine.

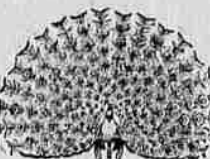
No other car is so admirably suited to a woman's requirements as the Most Beautiful Chevrolet.

With striking new bodies by Fisher, and finished in pleasing colors of lustrous, lasting Duco, it provides in abundant measure the comfort, charm and elegance that women admire in a motor car. It is easy to start because of its Delco-Remy electric starting system—famous the world over for its excellence. It is easy to stop because of powerful, over-size brakes. And it is easy to drive and park because of a modern three-speed transmission, smooth-acting disc clutch, and a semi-reversible steering gear.

And women find in Chevrolet a remarkably comfortable car. Long semi-elliptic springs extend over 88% of the wheelbase—providing easy riding over any road. The large, deeply cushioned seats are set at the most comfortable angle. Turnstet window regulators and remote control door handles are further fine car conveniences that women appreciate.

The remarkable economy of Chevrolet ownership is another vital reason for Chevrolet's wide and increasing popularity. Extremely low first cost, exceptionally high fuel and oil mileage and the very minimum of upkeep expense—all combine to make Chevrolet a car of outstanding economy.

Visit our showrooms and see the Most Beautiful Chevrolet. Note the wide variety of body types. Mark their sweeping lines and carefully executed details. And then ask for an explanation of the easy terms on which a Chevrolet may be purchased—terms that include the lowest combination of handling and financing charges available anywhere.



The Most Beautiful Chevrolet
in Chevrolet History

The Coach
\$595

The Touring or Roadster \$525

The Coupe \$625

The 4-Door Sedan \$695

The Sport Cabriolet \$715

The Landau \$745

The Imperial Landau \$780

1/2-Ton Truck (Chassis only) \$395

1-Ton Truck (Chassis only) \$495

All prices f. o. b. Flint, Mich.

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available

HANSEN CHEVROLET CO.

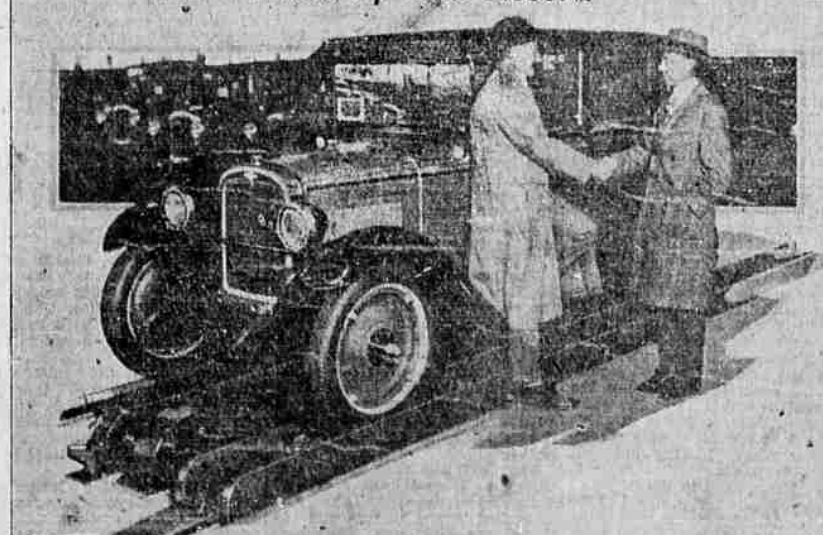
Phone 446

Rose Street

Roseburg, Oregon

QUALITY AT LOW COST

Mark Up New Record



Production of 5,347 Chevrolet cars, a new record output for one day, was marked on April 29 at the Chevrolet factory in Flint, Mich., by a visit from W. S. Knudsen (left) President of the Chevrolet Motor Co. and Alfred P. Sloan, Jr. (right) President of the General Motors Corporation.

ARE YOU BEAUTIFUL?

How can I be beautiful? That is the question every woman asks herself. The answer is *health*, radiant, glowing health. Bright eyes, clear complexion, rosy cheeks, animation, make for beauty every time. What women need who are weak and run-down, and lack these requisites for good looks, is Dr. Pierce's Favorite Prescription, a veritable boon to women suffering from any malady peculiar to their sex. It is made of herbs long known to the Indians and skilfully blended by chemists in Dr. Pierce's Laboratory.