

New Underwear and Hosiery Underpriced, at Hamilton's

Haven't you heard women in Albany make this very remark? I always go to Hamilton's for underwear and hosiery! Bigger and better selections—newest styles and at prices that only a cash buying and cash selling store could make. Just now these departments are filled with every thing that is new. Never before have we offered such extraordinary savings.



New lightweight Union Suits, Special 29c

NEW LIGHT WEIGHT UNION SUITS, SPECIAL 29c.

Women's light weight union suits, made with low neck, no sleeves, buttoned pants. Daintily trimmed with lace. Cash buying enables us to sell these union suits, at only 29c

WOMEN'S SUMMER WEIGHT Lisle Vests, SPECIAL 10c.

Women's low neck, no sleeve vests, made from the best grade of cotton, all sizes. New cash prices, each 10c

WOMEN'S SUMMER WEIGHT PANTS, SPECIAL 25c

Women's Summer weight pants, made of best grade of cotton gauzes, cuff knee, all sizes. New cash prices 25c

PHOENIX SILK Lisle HOSE, SPECIAL 35c

Made of sheer silk lisle, extra well made with reinforced heel and toe. All sizes. New cash price, pr. 35c.

PHOENIX GUARANTEED SILK HOSE, SPECIAL 75c

Best grade of pure thread silk, guaranteed to wear. Reinforced heel and toe. All colors, any size. New cash prices, pr. 75c.

FAMOUS "BOY SCOUT" HOSE

An extra well made stocking for boys. Lisle heel and toe. Reinforced knee. Made in light and heavy weight styles. All sizes. New cash prices, pair 19c.

Watch for Big Announcement of June White Goods Specials

Hamilton's
THE POPULAR STORE FOR THE PEOPLE

ONE WAY ONLY—FOR CASH

It Pays to Pay Cash at Hamilton's

STUDEBAKER ADVERTISES MECHANICAL FEATURES

Advertising Manager Tells Why Newspapers Are Their Best Mediums.

By George L. Willman.

Advertising manager of the Studebaker Corporation, Detroit, Mich.

Whenever business has called me to a city or town where I could get in touch with the local automobile conditions in the last year or two, I have been struck by the interest of the prospective buyer in the mechanism of the car he is inspecting. This, contrary to the pretty general belief that people buy cars on size and looks only. We decide to use these advertisements in newspapers because we regard them as the medium that is immediately responsive.

The time has gone by when an automobile is purchased merely because it is good looking. Yet designers still

strive for the streamline effect that is so well exemplified in Studebaker cars, because beauty is a satisfying adjunct to mechanical excellence. Once on a time the man about to buy an automobile looked only at the lines of the hood, today he is vitally and intelligently interested in what lies under the hood.

Having decided to give what one might call an education in the mechanical features of the Studebaker car, we are using the newspaper because we can keep our hands on the pulse of public interest and amplify any of these talks almost in a day if we find there are reasons for doing so because of local conditions in any part of the country. It should not be forgotten that people buy Studebakers in the hot parts of lower California and Arizona because of their perfect cooling system, while in Western Canada they may be preferred because their balance and sturdiness makes them best in a new country over uncertain roads. This ability to change the advertising is possible only where it is appearing in such a flexible medium as the newspapers.

The newspaper advertisements we

are running are merely what the Studebaker dealer says to customers when they come in singly to the Studebaker show room. By putting the dealer's answers in the form of newspaper announcements we aim to reach thousands in the same time that the dealer can talk to one or two or three. The educational advertising we have already used has shown that the man who plans to buy a car not only reads it and studies over it, but he lays it aside and comes back to it.

In these mechanical advertisements we have a comprehensive guide to the machine. With their drawings they give the owner an understanding of the details of construction and operation.

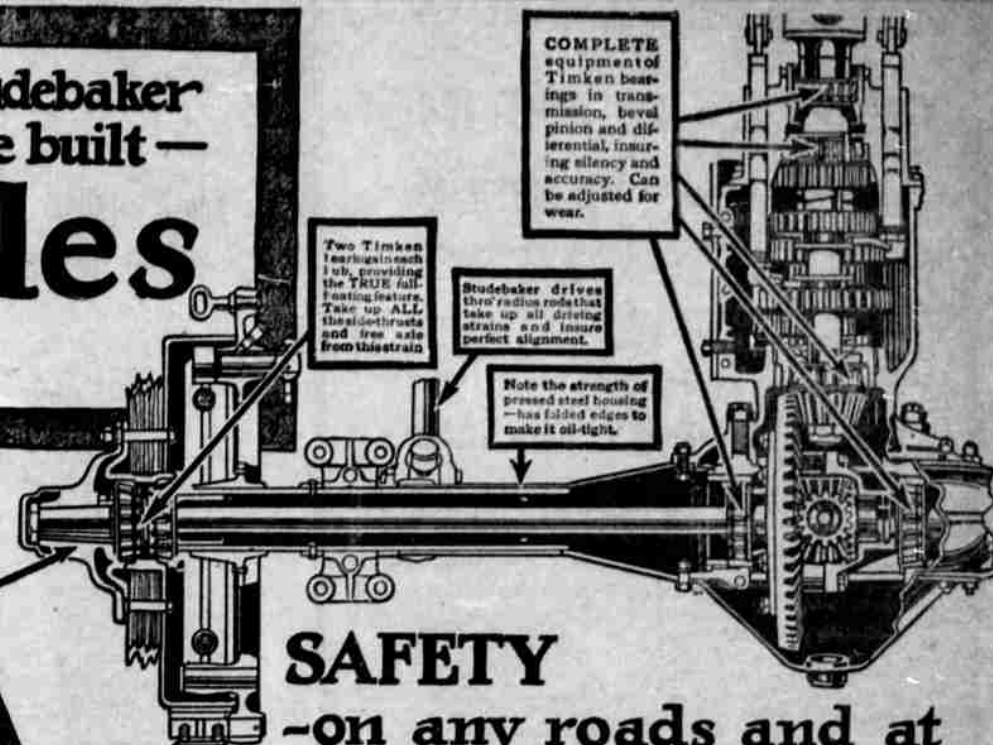
One can appreciate the simplicity of the Studebaker when one considers that the very vitals of the car can be so readily understood through such a series of newspaper advertisements.

Hon. F. H. Porter and daughters went to Portland yesterday morning for a short visit.

P. J. Baltimore went to Portland yesterday for a visit with his brother William.

How Studebaker cars are built — axles

Shaft can be easily removed by unscrewing bolts in the driving flange. No disturbance of differential or wheels.



SAFETY

—on any roads and at any speeds.

Can't be too careful, you know, about the rear axle on your car. For the simple reason that on it depends the life of the car—and sometimes the life of the folks that ride in it.

For you take one of the cars that uses the old-style and less expensive "semi-floating" types or perhaps a "three-quarter floating" type of axle that makes the axle shaft do EXTRA work—and if that shaft ever breaks, OFF flies the wheel. And you can imagine what that means. So you owe it to yourself to study this FULL-floating Rear Axle Studebaker builds for Studebaker Cars—and to see what other car offers as good a rear axle as the Studebaker.

Notice its simplicity—how EASY it is to get at—and then, most of all, its SAFETY. That axle shaft is made so strong that, slender as it is, you can swing a 75-ton locomotive from it. And yet, as the illustration shows, the axle is so designed that if the shaft ever did break, the wheel can't come off. For the car rides on the axle housing—NOT on the axle shaft. And even the side-thrust that comes when your car turns a corner fast or skids, is taken up NOT by the shaft, but by TWO Timken bearings on the housing. So that the only thing the shaft has to do is to turn the wheels. Costs much more to manufacture such a rear axle. But it's SAFER. And

—because it's a

Studebaker

you find this SAFETY-insuring axle on every Studebaker that's built. But why not come in and see it? That's the only way to appreciate the simplicity of its design and how easily the shaft can be removed, and how EASY it is to get at the differential. And besides, we want you to ride in a Studebaker and KNOW the comforts and the conveniences that are built into its every detail. Can you come tomorrow? If not, write for the Studebaker Rear Axle Book.

Studebaker Features
Electric Lighting and Starting—FULL-Floating Rear Axle—Timken Bearings—Safety Tread Rear Tires—One-man Type Top.

Studebaker ROADSTER, \$985
Studebaker FOUR, . . . 985
Studebaker LIGHT SIX, 1385
Studebaker SIX, 7-passenger, 1450
F. O. B. Detroit

Place your order now while you can get immediate delivery

ALBANY GARAGE

Successor to

BARRETT BROS. GARAGE

ALBANY, OREGON

"HYPOCRITES" TO BE HERE TOMORROW

Widely Discussed Photo-Play To Be Shown to Albany Public For Two Days.

"Hypocrites," the allegorical sermon photo-play, which probably has been discussed more than any other, will open at the Rolfe for two days' engagement tomorrow afternoon.

Owing to the great cost entailed in bringing this play to Albany, said the manager of the Rolfe theatre, "and despite the increased cost of admissions, we figure we must have at least four capacity houses to break even on this picture."

"We are showing it," he continued, "because we believe in it. It is not entirely a commercial matter. If I believed this picture were immoral it would never be shown in Albany. But it has had such wide commendations from the press, clergy, club women, business and professional men in Portland, Salem and all over the country that we are sure of its reception in this city."

Although it is granted that "Hypocrites" is a remarkable play, the opposition is due to the fact that character of "Naked Truth" is portrayed by

a beautiful nude woman, Miss Margaret Edwards, of Los Angeles. That the character is carried out with wonderful delicacy is universally granted, but opponents declare that the mere fact that Miss Edwards is unclothed; is a living human being, instead of a statue, makes the picture indecent. But the great majority of refined and cultured people who have expressed their opinion on it are strong in their approval of it and strongly urge their fellow townsmen to witness the production from a moral, and artistic point of view.

Home from Medford—

Miss Margaret Jacks returned Saturday evening from Medford, accompanied by her sister, Miss Carolita, one of the teachers in the Medford schools, who will spend the summer here. Miss Margaret, while there took lessons in vocal culture.

Ever Ready Dry Batteries. Fresh shipment, 35c each. 3 for \$1.00.
ALBANY GUN STORE
1st and Lyon Sts.
HAUSER BROS. Props.

DINNER SERVED
Every Sunday for 50c.
at ST. FRANCIS HOTEL
Luncheon 11:30 to 2; dinner 5 to 8 p. m.

STRAYED—Friday, June 4th, a six weeks old Shetland white pig. Finder please call Home phone 9965. Reward, 15c.

READ OUR WANT ADS

For a summer umbrella, see those new "Hull" detachable handle and suit case umbrellas in colors, at F. M. French & Son's jewelry store. We engrave your monogram on the handle free of charge.

You Can't Beat Diamond Quality---

Why Pay More Than Diamond Prices?

Wise tire users insist upon having tires at the lowest cost consistent with high quality. They obtain these features in the Diamond line—especially in the Squegee Tread.

The Diamond Squegee Tread combines in the most efficient manner an anti-skid tire with a tire that gives more mileage. The cross bars and continuous ribs give protection against either the side slip or the forward slide. They provide an extra thickness of Tough Tread at the point of contact with the road and consequently wear longer.

"PUT ON DIAMONDS"

30x3 1/2	\$9.40	34x4	\$19.15
30x3 1/4	\$12.50	34x4 1/2	\$20.35
32x3 1/4	\$19.00	35x4 1/2	\$28.25

AGENTS

Hulbert-Ohling Hardware Co.

AUTOMOBILE ACCESSORIES

Third and Lyon Sts.

Albany

You Can See
4 Great Valleys
The Willamette—The Umpqua
The Rogue River—The Sacramento
from
Portland to San Francisco
on the
Scenic Shasta Route
between Portland and San Francisco

Car window views of the Siskiyou. Mount Shasta and Mount Lassen. Stopovers at Shasta Spring

Low round trip fares are available to
California and Its Two World Expositions
Service Unexcelled Scenery Unequaled
Full particulars and illustrated folders, "Wayside Notes Shasta Route" and "California and Its Two World Expositions" from any agent of the
SOUTHERN PACIFIC
John M. Scott, General Passenger Agent, Portland, Or.