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The House of Kuppenheimer
Chicago

Half-Minute Store Talks

The other day one of our customers remarked that, before coming here, he had looked all over town, and that we had the greatest variety of new spring patterns and the best assortment of styles of any store in Roseburg. We're inclined to believe this customer is right. Certainly we've taken a great deal of care to have just the clothes that men and young men demand.

Probably the one quality

that a man's proudest of is his good judgment. Naturally he wants his clothes to reflect that characteristic in every particular—clothes that will appeal to his—and other men's—ideas of what's fitting and becoming in men's apparel.

That is why you will find so many men of this caliber doing their spring clothes buying at this Live Store. The clothes we're showing are distinctly clothes of good judgment—made with good judgment and selected with good judgment—

Kuppenheimer Clothes

In fact, a good many of our busy customers who haven't the time to post themselves in the constant changes of men's fashions, rely almost entirely upon our good judgment in the selection of their wardrobes. The fact that they do this is only another proof of their good judgment. Spring suits at prices that good judgment approves, \$18 to \$30.

Oregon Tweeds & Cassimere Suits \$12.50

You can't beat 'em

Boy's Suits in smart new Norfolk of all-wool serges, chevrons and cassimeres; many with two pair of knickers. Splendid values at \$6.00 up.

New Spring shirts, underwear, neckwear, gloves, hats and the other needs of well-dressed men are here in wonderful variety.

Harth's Toggery

Woman's World

Roumanian Avatrice Who
Seeks American Trophies.



Photo by American Press Association.

MISS HELENE CARAGIANI.

From the beautiful and romantic land of Carmen Sylva comes Miss Helene Caragiani, a daring woman aviator, who hopes ere she returns home to win many trophies away from the American aviators, with whom she wishes to compete.

Miss Caragiani brings her own Aero plane with her and spends all her spare time in practice. She believes that women make quite as skillful and daring aviators as men. She herself has made many notable ascensions abroad.

Speaking of the possibilities of crossing the Atlantic ocean in an airship, Miss Caragiani said:

"If men wait much longer some woman will take the trip before them."

Miss Caragiani makes no secret of the fact that she would like to be the woman to do so.

Suspender Gowns.

Suspenders of various sorts are in fashion. There are many skirts this spring with suspenders to wear with separate blouses. Some of them are made of the wonderful new plaid taffetas. Sometimes the suspenders are wide and worn quite at the edge of the shoulders, and sometimes they are narrow. Sometimes they are fastened to an odd little waistcoat belt—a belt like the lower part of a waistcoat, including sometimes two diminutive pockets well toward the front.

The plaid taffetas are expensive, and, although it does not take much to make a skirt with suspenders, still the required amount of taffeta would cost \$11 or \$12—the silk is about \$3 a yard in a width of which almost four yards are needed. But there are cheaper plaid silks than taffeta that can be substituted for it. These suspender skirts in silk of plain color will also be seen. They are very useful, for they can be worn in warm weather with thin blouses and without coats, at the same time giving their wearers a feeling of being completely dressed.

Curtaining Casement Windows.

The picturesque casement window requires a simple treatment. Each window is done separately, with sheer, although not necessarily, expensive material.

The curtains should be shirred to a rod—that is, set inside of the frame if the window swings out and on the sash if the window swings in. If there is a group of windows a valance across the top, with draperies on the outside edge, is often the only curtaining.

Shades are not generally used, but if they must be added they should be hung inside and when not performing their mission of giving privacy arranged so they may be rolled up out of sight.

Binding Seams.

The raw edges of seams should be either bound with this silk seam binding or carefully pinked on the edges by snipping them in little V shaped pieces with the scissors. If working with material that frays easily, such as serge and some of the loosely woven silks and woolen materials, all seams should be oversewn or "whipped" on the edge. The armholes of an unlined blouse should be bound and those of a lined bodice whipped.

Homemade Window Pole.

Take an old broom handle. Paint it to harmonize with your room and insert at one end a screw hook. Screw into the upper sash of each window in the room a ring screw for the hook on the pole and your window pole is ready for immediate use.

This will save you from having to run about the house looking for a window pole or climbing on chairs to reach the sashes every time you wish to raise or lower a window.

Use For Empty Cans.

The cans in which one has bought meat or fruit make fine roofing for shade or benches. When empty cut or melt off the bottoms and hammer them out flat. Then nail them on to the framework just as you would shingles. The whole inside and out, and you will have a water tight and practically everlasting roof.

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Phone 79

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A fine 10-acre tract one half mile from city limits, about half in cultivation and nice young family orchard. Good new bungalow and stable. Fine chicken ranch; good location. One of the best buys in county.

For bargains in Farms, Stock Ranches, Acreage and City Property. See **FERRINE & MARSTERS**, on Cass street, near depot.

\$5000 BUYS

160-acre farm, 6 miles from Roseburg on fine road, about 65 acres in cultivation and more can be. Good family orchard, farm buildings, 1/2 mile from store and P. O. good well springs and well fenced.

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Residence Phone 104-L

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Office located in former store room of Churchill-Warner Electrical Co.

Prompt attention given all orders

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RICE & RICE, REAL ESTATE & INVESTMENTS

Lower floor Masonic bldg.
Roseburg, Oregon.



Edgewood, Ill.,
Oct. 10th, 1913.

Mr. Paul Elche,
Effingham, Ill.

Dear Sir: I herewith enclose \$1.00 for which please send me two packages of Meritol Rheumatism Powders.

I purchased a package about two weeks ago, took them, and they proved to be very satisfactory. I have taken many different kinds of medicines for more than a year. That 50c package of powders did me more good than all the other remedies combined. I think one more package will cure me entirely.

Yours truly,

(Signed) R. G. WHARTON

Johnson's Drug Store
Exclusive Meritol Agents.

"\$50,000.00 DOLLARS"

Umpqua Power, Ice & Development Company Inc.

Desires to inform the citizens of Roseburg that the Company is issuing 15 year 6 per cent Gold Bonds. The money will be spent in Roseburg the coming Spring and Summer for improvements in Umpqua Park Addition. Mechanics of all kinds are kindly invited to investigate the different improvements, information will be furnished by addressing

Box 475 Roseburg, Oregon

Umpqua Power, Ice & Development Co., Inc.

Imperial Cleaners

Our way is the Sanitary Way

We will clean and press ladies' or gentlemen's clothes of any fabric. Also clean Kid Glove, Plumes, Lace Curtains and Pillow Tops. All work called for and delivered.

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