

General Pershing Wants you to send something to cheer the boys. What's better than a good PHOTO made by Clark & Clark Same Old Place, Over Rosburg National Bank

BEST IN THE LONG RUN

Tested at Every Point of the Compass



GOODRICH TESTED TIRES

HERE's a lot of geography in the wear of tires. Some wear well in one region, and wear out in another. Climate, peculiar roads and road conditions are the cause of it. Therefore, good service in a single region is not enough proof of tires that must undergo nationwide use. Least of all could it measure tires up to the TESTED standard, Goodrich demands of tires.

With a command to find out what Goodrich Tires do on the roads of every section of our country, and what the roads of every section do to Goodrich Tires, Goodrich sent its famous tin fleets of over forty cars, light and heavy, the length and breadth of our nation to an aggregate mileage of 1,044,636 linear miles, and 4,178,744 tire miles.

The Pacific Fleet contributed 165,000 miles on desert paths and coast highways; the Mountain Fleet 55,796 through the Rocky Mountains; The Dixie Fleet 3,235,050 in the South and North Midland; the Prairie Fleet 198,744 on the Great Plains; The Lake Fleet 217,372; and The Atlantic Fleet 234,012 on a grand tour of many tours ranging from Virginia, through New England, and back to the City of Goodrich.

Throughout this road roughing, SILVERTOWN CORDS, and BLACK SAFETY TREADS, proved themselves the tires of durability and dependability wherever you go in our Road Test. They verified all the good qualities of Goodrich Tires, and revealed many new virtues.

Get the economy, the comfort and certainty of such proven service by demanding the tires proved out in 4,178,744 miles over American roads— "America's Tested Tires."

THE B. F. GOODRICH RUBBER COMPANY
Portland Branch: Broadway and Burnside Sts., Portland, Ore.
THE CITY OF GOODRICH - AKRON, OHIO.

CITY NEWS

French Vanilla Ice Cream at the Rexall Fountain. m25

Latest books, Fiction Library, Masonic building. j2

Dedication of service flag Sunday night Christian church.

Fresh crushed strawberry ice cream at the Pollyanna. tf

John Clasky, of Sutherlin, was a business visitor in this city yesterday.

After Monday, May 27, bread will be sold at 11c a loaf by the bakeries of this city. tf

W. O. Bridges, of Oakland, was a business visitor in Roseburg yesterday.

Cabbage plants and rooted ivy geraniums for sale, also aster plants, Phone 283. H. B. Church, North Roseburg. tf

Miss May Kinney left yesterday for Albany where she will spend several days visiting with friends and relatives.

Miss Maurine Buchanan left yesterday for Eugene where she will spend several days visiting with Mrs. Lucille Goodman.

Commencing Monday, May 27, bread will be 11c per loaf, owing to the continued increased price of raw materials. Model Bakery. tf

Cecil Jackson, who lives in the vicinity of Dele is in this city today to spend several hours attending to business matters.

Is there anything that has not gone up? Yes; Pages are selling shingles at \$3 and \$3.50, the same as a year ago. m27

B. B. Harris, of Dixonville, was a visitor to this city yesterday and spent several hours here attending to various business matters.

Masquerade dance, Looking Glass hall, Friday evening, May 31. Lunch will be served. Music by Ott's orchestra. Committee. m31

Miss Ruth Boyd arrived in this city this morning from her home at Oakland to spend the day shopping and visiting with friends.

Miss Marguerite Reynolds, of Rogue River, arrived in this city last evening and will spend the summer here with friends and relatives.

Now is the time to freshen and brighten up with Sherwin Williams paint and varnish, and a coat of the sanitary Alabastine on the walls. Churchill Hardware Co. m27

Miss Ruth Corbett is in this city today after spending several days in southern Oregon demonstrating for the extension department of the Oregon Agricultural College.

Mrs. C. W. Parks left yesterday for Eugene where she will spend several days visiting with her daughter, Mildred. Miss Parks is attending the university in that city.

Cass Street Shoe Shop, 403 W., has on hand complete line of rubber goods, full and half soles and heels, leas in colors, polishers, cleaners, etc. All kinds of shoe repairing. Prices right. tf

Miss Lois Geddes left yesterday for Grants Pass, where she will spend several days attending the Epworth League convention which is being held in that city. Miss Geddes is delegate from the league of this city.

The following is from a bulletin issued by the forestry service, Washington, D. C.: "It takes a cord and a half (four and one-half tiers) of hemlock, Douglas fir, sycamore or soft maple to equal a ton of coal. Figure for yourself which is cheaper, coal at \$10.50 to \$11 per ton, or four and one-half tiers of wood at present prices. m27

230 North Jackson St.

THE NEW LOCATION OF FISHER'S STORE

We wish to thank our many patrons for the liberal patronage accorded us in our old stand and invite a continuance in our new location, when we are better prepared to serve them. It will be our aim in the future, as it has been in the past, to handle nothing but the best merchandise obtainable--and in our new location, with reduced expense, we can SELL for LESS.

Call and see us for **FISHER'S**
Dry Goods, Notions, Ready-to-Wear GARMENTS, SHOES, ETC.

REMEMBER

This is the last day you can help the RED CROSS Fund BY THE PURCHASE OF ELECTRICAL APPLIANCES. The donation is made in your name and you receive a regular Red Cross receipt. We are open until 9 p. m. Saturday.

CHLIG SAYS:
It isn't every day you can procure something you need and save a life at the same price.

The Electric Store
Roseburg, Oregon

Doesn't It Look Easy?

It is when you know how. It is the "know how" that makes it easy for us and so satisfactory for you. We believe that a satisfied customer is the only proof of good work; and our aim is to do our work so that you shall be satisfied, not only with the installation of the plumbing, but with the way it performs its duty.

Roseburg Plumbing & Heating Co.
PHONE 151.

CITY NEWS

Patriotic service Sunday night, Christian church.

Magazine combinations. Latest books, Fiction Library. tf

"The Flag and the Cross," Christian church Sunday night.

Pollyanna invites you to a dish of fresh crushed strawberry ice cream. tf

Miss Alvira Lewis returned to her home at Dillard last evening after attending school in this city.

We are serving Black Bros. ice cream this season. The Little Gem restaurant. tf

Mrs. J. R. Wharton, and little son returned home yesterday from a visit of several days at Grants Pass.

Special Peralta squash tamales served at the Little Gem on Sheridan street. tf

R. Bower, of San Francisco, is a business visitor in this city today and will probably remain here several days.

Have your duds cleaned and pressed by Sloper, the cleaner and presser. All work promptly attended to and satisfaction guaranteed. tf

Mr. and Mrs. Geo. E. Cole arrived yesterday from their home at Myrtle Creek to attend to business matters.

Mrs. G. H. Dickerson arrived in this city this afternoon from California to spend the week with her brother, D. W. Maynard. From here she will return to her home in Washington.

Ice cream cones and ice cream sold in bulk, the very best. Palace of Sweets cream, at the Little Gem, 119 Sheridan street. A soda fountain in connection. Drop in and try these delicious products. tf

L. J. Crafton returned to this city last evening after spending the past three weeks visiting with his parents in Kentucky. Mr. Crafton will spend several days here before going into a naval training station at Seattle.

Scrap Iron!

NEEDED BY THE GOVERNMENT

\$8

A TON

Delivered in Roseburg

Berger's Junk Shop
Phone 182. Cass and Pine Streets

Eden Electric Washing Machine

If every husband could be made to do the family washing just once, he wife would have an

EDEN

Electric washing and wringing machine the following Monday. Free demonstration. Easy terms.

Douglas County Light and Water Co.

IT'S SOME CAR--THE

"D-40" Mitchell Six

Let Us Show You

J. F. Barker & Co.
Roseburg Oregon

IT'S A "DOUBLE CROSS"

On the good Red Cross, to eat the food that makes you cross. There's a substitute that agrees with you, and they have it at

THE BEE HIVE

A MAN IS WHAT HE FEEDS ON

The housewife, looking to the family health, will buy where she can get fresh, Clean Groceries. Our Stock is Clean and Sanitarily Kept and all goods are of the best manufacture. Orders personally looked after.

WALTER PATTERSON, THE CASS STREET GROCERY, PHONE 279

CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of *Dr. J. C. Peck*

Fire and Auto Insurance

Protect yourself from loss with one of our properly written insurance policies.

G. W. YOUNG & SON, INSURANCE
110 Cass Street Roseburg, Ore.

MRS. F. D. OWEN
Cut Flowers, Potted Plants, Funeral Designs, Wedding Invitations, etc.
FOR SALE AT "THE FERN"
111 Cass St. Roseburg, Ore. PHONE 240

AUCTIONEER M. C. Radabaugh.
Roseburg, Oregon. Thirty years' experience. Satisfaction guaranteed. All kinds of sale work. Date Arrangements Made at The Umpqua Valley Bank.

SHOE ECONOMY
Have worn shoes repaired by reliable workman. Prices right. W. S. HOWARD, 214 Jackson St.

DRS. PLYLER & PLYLER
Licensed Chiropractic Physicians
222 W. Lane St., Roseburg, Ore. Consultation, examination free. Office Hours 9 to 5 Phone 152 Chiropractic and Electrical Treatments.

"TICKLE ME and ILL TICKLE YOU"

Say the tonils to the larynx--and then you cough. But you needn't. There's a special Rexall remedy for "tickling in the throat."

Rexall Throat Pestels
10c and 25c

AT

Nathan Fullerton Perkins Building
The Rexall Store

Jersey Creamery Butter
1-4 lb. Prints FRESH DAILY.
DOUGLAS COUNTY CREAMERY

"The Wisest Plans of Mice and Men"

In order to be successful, must be good working plans, not too expensive, and not stop short of the blue print. Such a Home Plan is here for you, and it's only a part of our free service.

KENNY LUMBER COMPANY
"BUILD A HOME."

STOP AT THE
GRAND HOTEL
CASS STREET ROSEBURG