## THE EVENING NEWS TUESDAY, SEPTEMBER 2, 1919 PHOTOGRAPHS THE Old Reliable CLARKS' STUDI OVER ROSEBURG NATIONAL KODAK

# **SMART COATS AND SUITS**

Just the sort you will like-that sell -and are appreciated, because

# · BURCHARD'S

COATS, SUITS AND DRESSES represent the top-notch in styles and design, and embody in the making, the fit, and the workmanship, unusual values, that will satisfy the most critical demands.

MAKE YOUR SELECTIONS EARLY

# SQUARE STORE

OAKLAND VISITORS MERE. A. F. Stearns, John Beckley and George Stearns autoed over from Oakland today to look after business maters. Mr. Beckley stated that his son-in-law, Fred T. Smith, recently fell from a three-story building at



will pay you more than it is worth, and if you want to buy anything, see Jarvis first. He will sell it below the cost of new goods.

Live-wire Doings of City

Left for Marsh d. Mrs. Ray Wright and daughter, Lucille, left last night on train 16 for Eugene and from there will go to Marshfield to enjoy a visit, Purchases New Overland, Prof. Fred A. Goff, the Elkton school teacher, has purchased a new Overland car, which he drove to Elkton Monday morning.

Will Leave for East. Mrs. J. C. Fullerton and Mrs. Na-than Fullerton will leave Thursday for Columbus, Ohio, where they will enjoy a visit of six weeks with re-latives and friends.

Off On Fishing Trip. Chas. Stanton city editor of The Evening News, accompanied by his father, left Sunday for the wilds of Coos county, where they will angle for trout during the week. They expect to be absent for a week.

Leave Sunday for Gardiner. Mr. and Mrs. Bert Sprague left yesterday with Guy Flint in the latter's automobile for Gardiner, where they will spend a week enjoy-ing the delightful summer elimate of that section.

Returns With Family. District Attorney George Neuner returned Sunday evening from Scottsburg, where he had gone to bring his family home after a vaca-tion of several weeks at Winchester Bay.

sist in arranging for the community fair to be held at Elkton on the Cth.

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T. H. Bills, of Peel, spent the day Roseburg looking after business Fisk Models with let trim.

Bell

Saturday.

Millinery. Friday and 5th and 6th.

Ed. Standdffird, of the Soldiers Home, will leave tomorrow for a sev-eral months' trip. Mrs. Lyle Marsters and little son

arrived here Saturday evening from Portland where they stopped for a few days enroute to Roseburg from

Mrs. Myrtle Belfils, of Estacada, a sister of Mrs. W. T. WKright, is in the city for a few days' visit at he Wright home.

New Blouses, Friday and Satur-lay, 5th and 6th, Bell Milingry, 55 Mrs. W. L. McGeofge, who has been a guest at the blome of her aunt, Mrs. W. T. Wright roturned o her boem at Salem Sunday.

nd Serge, Friday and Saturday Sell Millinery.

Ladieal Ask yarr Druggiet for Chilecture for a Diamond Brand Pills in Red Sold Gold metallic forer, stelled with Blue Rithen.

Take as other. Buy of your Druggist, Autor CHI-CHES. TER & DIAMOND BHAND FILLS, 14 95 DAILY WEATHER REPORT. SOLD BY DRUGGISTS EVERYWHERE

U. S. Weather Bureau local office, oseburg Oregon, 24 hours ending 5:00 a. m. Precipitation in Inches and hun-

lightest temp. yesterday Lowest temp last night..... Precipitation last 24 hours... fotal precip, since 1st of mo. Normal precip, for this mo. 1.04

Total precip. from September 1, 1919, to date Verage precip. from September

.02 fotal defficiency from September 1, 1919 0.9 verage precipitation for 42 May Incusive) 31,48 WILLIAM BELL, Observer Harley-Davidson Clean-Up Association is Advertiser (Continued from page one.) (Continued from page one.) tions and automobile clubs and in-dividual automobile clubs and in-dividual automobile clubs and in-dividual automobile to the second summer touring "We may point not only to these central elucational results, but to those of a more concrete mature. Last year there were at least 100 user cent more automobile rourists even in the height of war, than there were the previous year. This year, however, has eclipsed far and away the travel of 1918. From the information and press clipping comyear, however, has eclipsed far and away the travel of 1918. From the information and press elipping com-ing into our office, we find that not only the large cities, but even the small communities are experiencing this vasily increased traffic. Fi-gures show that up to July 31st there was more than 100 per cent increase in automobile travel over the whole of 1918 crossing the Can-adian boundary in both directions. "From the Portland Oregonian the following heading appeared over a three-quarters column item-"Tourist travel is breaking the rec-ords". Pilgrinnage to Pacific North-west is greatest ever seen. Birger hotels necessary." "We find similar headings, only reached in different languages in al-most every newspaper published in the Northwest, but from the city of



# Character and Simplicity

That appeal to women of refined taste. Surprising in quality without extravagance. The Hat Shop standard means-

### refinement with no additional cost

ney, com of Walla

Walla Walla we have a most unique of the results of advertising that

Walla Walla we have a most unique testimony. "Three years ago there was very ittle tourasts travel through this started It was claimed that these in-terior cities and districts, largely de-voted to farming and fruit growing would receive very little benefit they are receiving quite as much benefit as any of the other sections. However, this is the heading over an item appearing in the Walla Walla Bulletin on Angust 7th: "Mor or federal Statistics. Auto Travel is the other settings, "Anto Travel is the other settings," Anto Travel is the diverses man, the working month in city. Figures based on Federal Statistics. Auto Travel is the other settings, "About eleven families item appearing," Anto Travel is the other setting in the walls of the husiness man, the working ment, the farmers and producers, and which remain in the state to home here. Several brand new au-tomobiles and one big motor truck were sold to tourists through here-in July." This paragraph (luly just.

and highways. "It is sometimes said: wait putil-our roads are perfected before you bring in the tourists. Gentlemen, this is putting the eart before the horse. Bring in the tourist and show the amount of money he is willing to amount of money be is tomobiles and one big motor truck were sold to tourists through here in July." This paragraph fully just-ifies the reason advanced by those who urged the state legislature to make an appropriation to carry on this advertising campaign, but the statement' contained in the head of the article is a revelation. <sup>1</sup> "Just think of it, fifty thousand dollars a month, new money, com-ing into a city the size of Walla willing to spend in your section, that It is passing the other fellow's prop It is passing the other fellow's prop-erty, making is possible for him to sell it, and you will soon see that those people who have not got roads will clamor for them and demand them. And in the meantime, we have the revenue from the tourists to help pay for them. "The same can be said of hotel accommodation—walt until we get hotel accommodations before we bring in the tourist. That is an

dollars a month, new money, com-ing into a city the size of Walla Walla, twice the amount of money that the entire state spends a year in this kind of publicity, through scarcely any effort of their own, ex-cept their commendable enterprise in activitions and some and is cept their commendable enterprise in establishing an auto camp and in welcoming with true hospitality those motorists who visited them. It is safe to say that during the whole year Walla Walla will derive nearly a quarter of a million dollars from automobile tourist trayed. If this can be said of offe city, what can be said of all the cities in this creat territory of ours associahotel accommodiations before we bring in the tourist. That is an-other fallacy. It has been said in Seattle and Tacoma for some years that new hotel accommodation was wanted, but no one could see the soundness of the investment until, as southness of the investment thit, as a result of publicity, the Pacific Northwest became the Acknowledged summer playround of America, and gave some proof that these hotels would pay interest on their invest-ment. what can be said of all the cities in this great territory of ours, especi-ally those located on national high-ways and about half way between the larger cities. These are re-sults, gentlemen, which connot be gainsaid. ment, "The tourist travel adds just that

New Tailored Suits and Tricotine ad Serge, Friday and Saturday 5-6, ell Millinery. New Coats in Peco, Plush, Alto eaver, Silk Seal. Friday and Sat-s-5p

treat many of them through actual not simply for the tourist but for communications in our office, but let me illustrate by a statement made by a prominent Scattle business man in my office the other day. He said "It is this combination of good roads and publicity which is going "My boy is crazy about adertising, and almost every morning 1 find some new ad of one of my depart-ments in the paper. If I were to charge up this advertising against each department, I do not know that constable climate on the continent. I could trace sufficient results to business and advantances to hous seek know this, that during the few ere and advantances to hous seek worst that we have been doing this that we thave to use seven devertising, my business has so in-other anset or combination of as-erceased that I have to use seven floors where I previously could get along with two." This, gentlemen, is about the most logical definition



limited. Preference will be given

old pupils until the classes open on

NOTICE-Farmers, do not bring any

more wheat until further notice

Douglas County Flour Mills.

135 Jackson St.

September 15. Phon 396.

Bring the good wife down to our store and let us demonstrate the *Electric Washing Machine*. A week's wash done in an hour. Sold on easy terms if you desire. Pays for itself in a year's time in saving on wear of clothes and laundress' time.

UHLIG'S ELECTRIC STORE

DEMONSTRATUD AT OUR STORE.

NOTICE TO PUBLIC.

The Heinline-Moore Conservatory

requests all former pupils, as well prospective new ones, to call or

Phone 123.

the school as soon as pos-

sible, as available reservations are if.

Reasons Why You Should Sell Your Waste

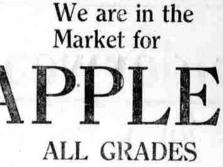
1-It is absolutely Useless to you. 2-It is in your way and takes up your

home.

3—It relieves the danger of Fire.

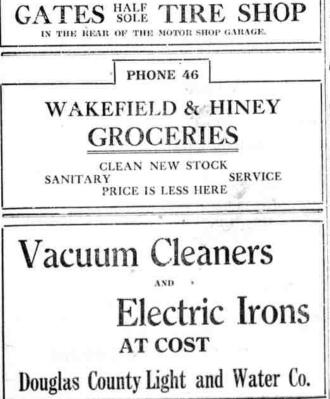
4-I will pay you what is right. 'I can use your waste and you can use my money. Clean up you House, and then call up

> BERGER, The Junk Man



Other Fruits in Season Sutherlin Fruit Products Co

Sutherlin, Oregon



VULCANIZING

GATES SOLE TIRES

GUARANTEED 3500 MILES WITHOUT A PUNCTURE.

# June 22, at Ascot Park, Los Angeles, Calif., 200 mile National Championship

race the Harley takes first five places.

July 4, Baltimore, Md., five big races and Harley takes five firsts.

## Marion, Ind., Labor Day

World's Championship Race, 206 and 9-10 miles. Harley-Davidson first three places. Speed alone will not win. It takes Harley-Davidson endurance.

1920 Models on display soon.

Harley-Davidson Sales Agcy

204 W. Douglas street.

# Beautiful Seasonable Goods

#### REAL PROPERTY IN

Everything as fresh and bright as the verdant spring days we are all enjoying. If its dress goods in latest patterns and creations, Roseburg ladies ought not to miss the display. It might by one of a thousand other articles you need to the home. Ask us about it. We are thinking of your comfort and welfare and have a grand lot of sens mable and mostwanted merchandise for you to select from.

We will enjoy the privilege of showing you articles you may need. 

# I. ABRAHAM

NORTH JACKSON STREET

ROSEBURG, OREGON.