

PHOTOGRAPHS BY THE Old Reliable CLARKS' STUDIO

OVER ROSEBURG NATIONAL BANK

KODAK FINISHING

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



OAKLAND VISITORS HERE.

A. F. Stearns, John Beckley and George Stearns, autoed over from Oakland today to look after business matters. Mr. Beckley stated that his son-in-law, Fred T. Smith, recently fell from a three-story building at Portland and sustained a fracture of the leg. Mr. and Mrs. Smith formerly resided in Roseburg.

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Chas. H. Victor*

D. J. JARVIS

Second Hand Store wants

\$100,000

Worth of Second Hand Furniture

If you have anything in second-hand goods, call phone 251. He 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.

VULCANIZING GATES HALF TIRES

GUARANTEED 3500 MILES WITHOUT A PUNCTURE.

GATES HALF TIRE SHOP

IN THE REAR OF THE MOTOR SHOP GARAGE.

PHONE 46

WAKEFIELD & HINEY GROCERIES

CLEAN NEW STOCK
SANITARY SERVICE
PRICE IS LESS HERE

Vacuum Cleaners

AND

Electric Irons
AT COST

Douglas County Light and Water Co.

Live-wire Doings of City

Left for Marsh.
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. Nathan Fullerton will leave Thursday for Columbus, Ohio, where they will enjoy a visit of six weeks with relatives and friends.

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 enjoying the delightful summer climate 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 vacation of several weeks at Winchester Bay.

Leave for Elkton.
Prof. Fred A. Goff and wife left Monday morning for Elkton, where they will take up their school work at that place September 8th. They left a week earlier in order to assist in arranging for the community fair to be held at Elkton on the 11th.

CITY NEWS

T. H. Bills, of Peel, spent the day in Roseburg looking after business matters.

Fisk Models with jet trim, Bell Millinery, Friday and Saturday, 5th and 6th.

Ed. Standiford, of the Soldiers Home, will leave tomorrow for a several 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 Minnesota.

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

New Blouses, Friday and Saturday, 5th and 6th, Bell Millinery.

Mrs. W. L. McGeorge, who has been a guest at the home of her aunt, Mrs. W. T. Wright returned to her home at Salem Sunday.

New Tailored Suits and Tricotine and Serge, Friday and Saturday, 5-6, Bell Millinery.

New Coats in Pecc, Plush, Alto Beaver, Silk Seal, Friday and Saturday, 5-5p

DAILY WEATHER REPORT.

U. S. Weather Bureau local office, Roseburg Oregon, 24 hours ending at 5:00 a. m.

Precipitation in inches and hundredths:	
Highest temp. yesterday	79
Lowest temp. last night	43
Precipitation last 24 hours	0
Total precip. since 1st of mo.	0
Normal precip. for this mo.	1.01
Total precip. from September 1, 1919, to date	0
Average precip. from September 1, 1917	.02
Total deficiency from September 1, 1919	.02
Average precipitation for 42 wet seasons, September to May inclusive	21.48

WILLIAM BELL, Observer.

Association is Advertiser

(Continued from page one.)
tions and automobile clubs and individual motorists have realized that it offers to them a paradise for summer touring.
"We may point not only to these general educational results, but to those of a more concrete nature. Last year there were at least 100 per cent more automobile tourists 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 coming into our office, we find that not only the large cities, but even the small communities are experiencing this vastly increased traffic. Figures show that up to July 21st there was more than 100 per cent increase in automobile travel over the whole of 1918 crossing the Canadian boundary in both directions.
"From the Portland Oregonian the following heading appeared over a three-quarters column item—
"Tourist travel is breaking the records." Pilgrimage to Pacific Northwest is greatest ever seen. Bigger hotels necessary."
"We find similar headings, only couched in different language, in almost every newspaper published in the Northwest, but from the city of

The Hat Shop

Matrons', Maids'
Misses' and Girls'

Millinery

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

Walla Walla we have a most unique testimony.

"Three years ago there was very little tourists travel through this city. When our association was started it was claimed that those interior cities and districts, largely devoted to farming and fruit growing would receive very little benefit from our operation. I believe today 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 August 7th: "Motor Tourists Leaving" \$50,000 a month in city. Figures based on Federal Statistics. Auto Travel is steadily increasing." And in the body of the article we take the following: "About eleven families liked the city so well they stayed here and will make their permanent home here. Several brand new automobiles and one big motor truck were sold to tourists through here in July." This paragraph fully justifies 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.

"Just think of it, fifty thousand dollars a month, new money, coming 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, except 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 travel.

"If this can be said of one city, what can be said of all the cities in this territory of ours, especially those located on national highways and about half way between the larger cities. These are results, gentlemen, which cannot be gainsaid.

Advertise.
"We may be asked, can we do betterly trace all these results to our campaign? We would not care to claim this. We can trace a great many of them through actual communications in our office, but let me illustrate by a statement made by a prominent Seattle business man in my office the other day. He said "My boy is crazy about advertising, and almost every morning I find some new ad of one of my departments in the paper. If I were to charge up this advertising against each department, I do not know that I could trace sufficient results to justify the expenditure, but I do know this, that during the few years that we have been doing this advertising, my business has so increased that I have to use seven floors where I previously could get along with two." This, gentlemen, is about the most logical definition

of the results of advertising that I have ever come across, and it perfectly fits the case I am endeavoring to make out. I do know that just as those who are using irrigation have made a blade of grass to grow where it did not grow before, so are there now thousands of tourists where there were very few three years ago.

"Therefore, there is a definite relation between the work of our association and the highway. It makes these highways streams of golden dollars which flow into the pockets of the business man, the working men, the farmers and producers, and which remain in the state to help develop its other natural resources. This work also creates a demand for more highways into the remote sections and more inaccessible scenic beauty spots and the hard surfacing of all other roads and highways.

"It is sometimes said: wait until our roads are perfected before you bring in the tourists. Gentlemen, this is putting the cart before the horse. Bring in the tourist and show the amount of money he is willing to spend in your section, that it is passing the other fellow's property, making it 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—wait until we get hotel accommodations before we bring in the tourist. That is another 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 a result of publicity, the Pacific Northwest became the acknowledged summer playground of America, and gave some proof that these hotels would pay interest on their investment.

"The tourist travel adds just that increased business to the hotels which makes them operate profitably the year round, and when they become insufficient to care for the public needs, larger and better hotel accommodations follow, available not simply for the tourist but for ordinary commercial and general business as well.

"It is this combination of good roads and publicity which is going to make the state and the whole of the Pacific Northwest famous, not only as a paradise for motorists, but as a territory rich in natural resources, possessing the most enviable climate on the continent, offering the most delightful attractions and advantages to home seekers and new residents. This combination will do more than any other asset or combination of assets, to promote the development of our natural resources and to bring the increased prosperity we all so much desire.

Harley-Davidson Clean-Up

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 Agency

204 W. Douglas street.

NOTICE TO PUBLIC.

The Heinline-Moore Conservatory requests all former pupils, as well as prospective new ones, to call or phone the school as soon as possible, as available reservations are

limited. Preference will be given old pupils until the classes open on September 15. Phon 396.

NOTICE—Farmers, do not bring any more wheat until further notice. Douglas County Flour Mills.

Stop! Mr. Man!

You don't cut wheat with a scythe. You don't write with a quill. You don't read by a tallow candle.

Why Do You Expect Your Wife to Use the Old-Fashioned Wash Tub?

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

DEMONSTRATED AT OUR STORE.

Phone 123.

135 Jackson St.

4 Reasons Why You Should 4 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 your House, and then call up

BERGER,
The Junk Man.

We are in the Market for

APPLES

ALL GRADES

Other Fruits in Season

Sutherland Fruit Products Co

Sutherland, Oregon

Beautiful Seasonable Goods

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 be one of a thousand other articles you need in the home. Ask us about it. We are thinking of your comfort and welfare and have a grand lot of seasonable and most-wanted 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.