

Ideal Prune and Broccoli Land From \$40 to \$100 Per Acre

We have just completed the survey and subdivision of the Irwin Ranch and are now offering IRWINGTON GARDEN TRACTS. In the Ten Mile Valley and located on the Roseburg-Coos Bay Highway in tracts of 20, 40, 50, and 60 acres to the wise homeseeker and prudent investor who will have the opportunity to take advantage of the low prices and liberal terms made possible by the subdivision of this large acreage where a flat price is obtained on the entire subdivision and proportioned out over the several tracts.

The soil on these beautiful tracts is admirably adapted for the growing of prunes and broccoli, being in character a dark sandy loam of a splendid depth. We firmly believe that the IRWINGTON GARDEN TRACTS offer the best values to the homeseeker in Douglas County.

In addition to the fertility of the soil each tract is well watered and affords ideal building sites.

IF YOU EVER INTEND TO OWN A FOOT OF LAND IN DOUGLAS COUNTY, COME NOW AND LET US SHOW YOU THESE TRACTS.

W.A. Bogard Real Estate Co.
405 Cass St. Phone 303.

HOOD RIVER EDITOR ON UMPQUA VALLEY

A. D. Moe, Who Recently Attended Convention Here, Describes Visit.

PLEASED WITH SECTION

Variety of Crops, Climate, Orchards, Business Like Cities, Broccoli— and Other Attractions Continue to Make Good Country.

A. D. Moe, editor of the Hood River Glacier, who recently attended the meeting of the Grand Commandry in this city, has written the following description of the Umpqua valley as it impressed him. The article appears in a recent edition of the Hood River Glacier:

Among the many pleasant and beautiful sections in Oregon is the Umpqua valley, of which Roseburg is the metropolis. In attending the meeting of the Grand Commandry at that place we were royally entertained, and the next day were guests of R. H. C. Wood, formerly manager of the telephone exchange here, but who was transferred to Roseburg about 15 years ago. A couple of years later he was sent to The Dalles, but was so well pleased with Roseburg, that he resigned the telephone job and returned there 12 years ago to enter business. Two years ago he bought an 80-acre ranch on the banks of the Umpqua, 10 miles from Roseburg. In the section known as Garden valley. He has 50 acres in bearing orchard, and this year is packing about 8,000 boxes, mostly Spitzburgs and Newtowns. The orchard is in prime condition and he is well pleased with the prospects. In fact, he has disposed of his business and will move out to the ranch next year.

Mr. Wood has had considerable experience in the fruit business, having been manager for several years of a fruit association at Roseburg. Roseburg probably grows a greater variety of crops commercially than any other section of Oregon. This year that section harvested 15,000,000 pounds of prunes. The apple crop will amount to about 210 cars, while walnuts and filberts are a good paying crop, and we look to Roseburg for our supply of turkeys for the holiday trade.

A new industry that is attracting a good deal of attention is the growing of a late winter variety of cauliflower called broccoli. Roseburg is the farthest north that broccoli can be successfully grown, and comes to market after the California product is gone. It takes an entire year to grow and mature the crop. The seed is planted in April, then transplanted a month later, the plants being placed about three feet apart. No irrigation is necessary, and no pests have to be fought. After cultivation during the summer months it attains its growth by the beginning of winter. It then lies partially dormant, until about February, when it starts to head, and is fully matured and harvested about March 1. It is packed in crates and sent to eastern markets in refrigerated cars, finding a ready sale at an average return of \$1.50 per crate, f.o.b. Roseburg. The crop will average about 300 crates per acre. The net profit is \$100 to \$150 per acre. There are about 100 acres planted to this vegetable near Roseburg and about 300 acres in the county. It is estimated that there will be 200 cars shipped next year. The distribution is being made very widely to create a market, being shipped to many different sections of the east, and it is expected that this crop will be one of the important of the many varied industries of Roseburg.

Garden valley, now well developed with fine farms, with a wide diversity of crops, not many years ago was practically waste land, or used as a range for stock. Land was worth but \$10 an acre. The building of the Pacific highway has done much to develop that section, and a system of paved market roads is now under way.

The Roseburg valley has a rainfall similar to ours, with an elevation of around 500 feet. The climate is very good, without extreme heat in summer and seldom snowing in winter.

New Fall underwear in wool and cotton, and a large line of wool hosiery on display. Bell Millinery.

Chrysanthemums for sale. Come and see them at the home of H. B. Church, 318 E. Com. Ave.

See the new Oldsmobile truck. The real farm wagon. 403 Cass St. J. V. Casey agent.

Special showing of pattern hats for Friday and Saturday. Your choice for \$5. Bell Millinery.

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

A NATION-WIDE INSTITUTION - **J.C. Penney Co.** Incorporated
371 DEPARTMENT STORES

Roseburg, Oregon

BUYING FOR OUR 371 STORES ASSURES LOWEST PRICES

Note These

Lowest-In-Town Prices!
A Real Harvest!

Our Quality Standard Assures Satisfaction

Women's Hose
Pure Lisle Thread

Reinforced heel and toe, double sole, spliced heel.

25c

Flapper Frock
of Wool Crepe

\$14.75



Any illustration could hardly do justice to these charming frocks. They need to be seen to be appreciated.

They are made of Jullard's wool crepe in tan—a very effective style in flapper sizes, 13, 15 and 17 years.

Building Goodwill in Merchandising

"Do unto others as you would be done by"—the Golden Rule in our ethical life—must needs be carried into merchandising to make it successful.

The merchant, for his own use, wouldn't consider a poorly made garment. He wouldn't continue to patronize a store unless he had confidence in its integrity—bonafide values—merchandise above reproach.

"Doing as you would be done by" is the most solid foundation of goodwill.

J.C. Penney Co.

Girls' New Winter Coats

A Delight to Eye and Purse



The Miss 12 to 16 years of age will enjoy these smart coats of Polaire Cloth or Velour. They jampantly flaunt their throw-over collars or boast a collar of fur or yet prefer the chic simplicity of self collar. Belts gracefully embrace the waist and pockets and decorative buttons abound.

Her color, be it brown, reindeer, navy or open, may be had.

\$8.90 to \$16.50

Good Overcoat Value

At a Surprisingly Low Price

A manufacturer made up a large stock of Overcoats for our 371 stores to sell at a price bound to win quick approval. They are good values for overcoats priced so low as

\$14.75

The illustration tells the story of style—very snappy, isn't it?—but to see the coats and try them on is to discover that go where you will better values in overcoats cannot be found.



Fall Suits
For Wide-Awake Boy



Remarkable clothing at the price for boys 6 to 18 years of age—Cassimeres, Serges, Tweeds and Corduroy in the popular colors and shades. Satisfying selection at either

\$5.90

\$7.90

\$9.90

Men's Shoes
Blucher Style



Our blucher shoes are satisfying more men's feet every day. The long wearing qualities in our footwear and the comfort they give make them so popular.

In brown, with whole quarter, tip, half rubber heel, single welt sole.

\$3.98

Overcoats
For Men & Young Men

Up-to-date style at down to the bottom prices! Single and double breasted coats; slaters and raglans. Good fabrics! Smart patterns and colors! Surpassing values—

\$24.50

Velour Hats
"Let Us Be Your Hatter"



The hat of the hour! Soft, velvety velours in deep, lustrous new browns, olive, buck and black, rich satin linings.

\$4.98

Unusual Shoe Values
For Boys and Youths

Made of wear-resisting leather with stout seams and durable soles. Splendid values.

Boys', Youths' and Little Gents' Dress Shoes; black box leather, whole quarter Blucher tip, half-double McKay sole.

Sizes 2 1/4 to 5 1/2 \$2.98
Sizes 12 1/2 to 2 2.79
Sizes 8 to 12 2.59



Fall Coats to the Fore
Unexcelled Values



For wear and grace, Wyandotte velour reigns supreme, and the woman of taste will appreciate these diverse coat styles

\$24.75

The loose-backed model recommends itself to your wardrobe because of its beautiful Beaverette collar, dainty stitchings, ornamental buttons and Venetian lining. The full-belted model, not to be outdone, flaunts its newest of wide sleeves trimmed with self straps and buckles and equally chic Beaverette collar and Venetian lining. Colors—Brown, reindeer, navy, phantom blue and mohawk. Sizes 10 to 44.

Local News

Arundel, piano tuner. Phone 189-L.

Here On Business—R. D. Way of Oakland spent the day in town transacting business matters.

Fiction Library upstairs in Masonic Temple.

Albany Visitor—Howard Uhlig, of Albany, is here for a few days to look after business matters.

Painless extraction of teeth at room 2, Masonic Temple. Dr. Nerbas.

Glendale Visitor—Atty. O. S. Brown, of Glendale is in town for a few days to transact business matters.

Hallow'en Masque Dance Tuesday night Maccabee Hall, lets go.

Visiting Here—Mrs. O. L. Kruber, of Portland, is visiting here with her mother, Mrs. J. W. Dowell, who resides in West Roseburg.

MOORE MUSIC STUDIO, 324 N. Jackson St. Phone 502.

Sunday Schools To Unite—The Green Sunday school will adjourn Sunday, October 29, in order to join with the Glengary Sunday school in their meeting. The minister who was to have spoken at Green, will conduct the services at Glengary.

The Royal is the king of electric cleaners. Hudson Electric Store.

To Serve Lunches—The ladies of the different churches in the city are serving lunches from 11 to 12 in the morning throughout the day, at the community fair which is being held at the armory. Today the ladies of the Methodist and Episcopal churches had charge of the booths and to-

HEAD COLDS
Melt in spoon; inhale vapors; apply freely up nostrils.

VICKS VAPORUB
Over 17 Million Jars Used Yearly

Library Fair Dance

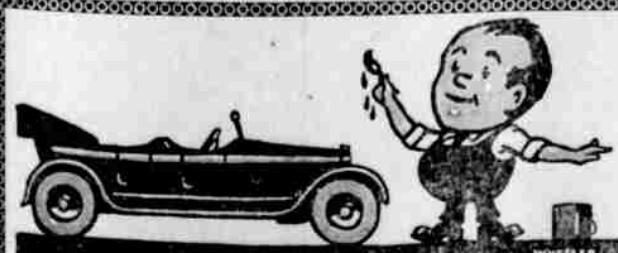
Saturday Night

ARMORY

Music by

THE UMPQUA FIVE

Come and See Who Wins the BUICK SIX



KEEP YOUR CAR YOUNG
PAINT IT YOURSELF WITH

Effecto AUTO FINISH'S

BADGLEY-ZIGLER & CO. Hardware Store

Phone 25



Cured without Surgery

MY guaranteed cure for Piles is a non-surgical method, eliminating knife, operation, anesthetic, pain and confinement. I have never failed to cure a case of Piles in the history of my practice, proof of which may be had by obtaining the long list of prominent Northwest people whom I have treated.

I remove all doubt as to results by agreeing to refund your fee if I fail to cure your Piles. Write or call today for my FREE booklet.

DR. CHAS. J. DEAN

END AND MORRIS - PORTLAND, OREGON

MENTION THIS PAPER WHEN WRITING