

WORLD'S  
LARGEST  
CHAIN  
DEPARTMENT  
STORE  
ORGANIZATION

# J.C. Penney Co.

A NATION-WIDE INSTITUTION -  
Incorporated

BUYING  
FOR OUR  
371 STORES  
ASSURES  
LOWEST  
PRICES

371 DEPARTMENT STORES

229-231 Cass Street, Roseburg

HERE  
ARE

## Matchless Values FOR YOU TO START 1923!

Unkept New Year's resolutions avail nothing! If you resolve to go through the new year of 1923 and save money, we can help you keep your resolution, for in the J. C. Penney Company's ability to buy economically you derive an advantage which you can make mean the saving of a great many dollars. While our values are matchless in January, they also are matchless every day in the year, giving you continuous buying opportunities that are important to every member of your family. We mention below some savings which will help you start your New Year resolution right.

### The Confidence Of the Public.

There is a basic principle on which every business enterprise hinges which may concretely be defined as the confidence of the public in that enterprise. No business can survive or grow without it any more than the body can live without nourishment.

From the beginning we have endeavored to gain this public confidence by always giving the public highest values for their money.

Uniformly good values through twenty years of service to the public have inspired complete public confidence in us, and because of this confidence we have grown from one small store to 371 Department Stores all over the country where highest values always prevail.

J.C. Penney Co.

Work Shirts  
Full Cut  
89c

Wool Blankets  
Good Assortment  
\$4.98 to \$9.90

Wool Socks  
Heavy Weight  
29c

Union Suits  
Med. Weight  
Cotton  
\$1.39

Pay-Day  
Overalls  
for Men  
Heavy blue denim!  
Full cut!  
Union made!  
\$1.39

Pay-Day  
Overalls  
for Boys  
Built like dad's!  
Heavy blue denim!  
Union made!  
3 to 7 yrs. 89c  
8 to 12 yrs. 98c  
13 to 17 yrs. \$1.19

### Mid-Season Dresses Combining Big Values and Low Price \$16.75



This display offers some particularly attractive models in styles that are "different" in the sense that each dress has a distinct personality. Three of this group of handsome models are illustrated.

These Chic Dresses are developed of excellent quality Fabret Tulle or Tricotine; some with panels and cuffs black embroidered in basket-weave effect, and side pleats; other models have a smart simplicity of line enhanced by artistic touches of embroidery.

Be Smartly Dressed at Moderate Price

Your selection of any of these values will give you the greatest satisfaction in the consciousness that you are stylishly dressed and the quality will insure good wear. Misses' and women's sizes.

Color: Navy

**S H O E S**  
FOR THE WHOLE FAMILY  
We are showing a good assortment, of splendid value, throughout this entire department.

### Shirts You Can Get Into! Cut Big and Roomy!



There's nothing skimpy about these shirts—they are cut full and roomy throughout so that they fit comfortably and look large enough for you. Tails are long, full and square, sleeves are roomy and the bodies of the shirts are liberally proportioned.

Splendid woven striped material.

Men! Your correct size is here in smart patterns! Get your share of these great values while they last. \$1.49

### The "By-Word" A New Spring Hat



Latest shape! Two color satin lining which blends with color of the felt. Palm mint, brown, sand, gun metal and tobacco brown.

\$2.98

Ladies' Hose  
Black and Brown  
25c

Ladies' Union Suits  
Med. Weight  
98c

Serviceable Umbrellas  
\$1.69

Bungalow Aprons  
98c to \$1.25

### Lisle Hosiery For Service



Hosiery of pure lisle thread for women misses and children. Made with heavy heel and toe—excellent value and wonderfully popular at pair.

25c

### MUSIC CLUB HEARS FINE BAND CONCERT

Douglas County Band, Assisted By Mrs. Fred Strang, Gives Exceptionally Fine Concert At Helmline Studio.

An exceptionally fine program was enjoyed at the Helmline Music Studio last night, the occasion being the regular meeting of the Roseburg Music Club. The Douglas County Band was present and gave an excellent concert under the direction of John Shields who has been directing the band for the past year. The band program consisted of marches, overtures, selections from operas and specialties which were very pleasing to the music lovers present. The band has been making wonderful improvement and has been declared, by those in a position to know, that it is one of the very best bands in the state. It is playing the most difficult of band music in a very creditable style and Roseburg has a right to be proud of this musical organization. The music club last night voted to donate \$20 of its small fund to the band to assist the boys in their work which is of much benefit to the city.

The band in its concert was assisted by Mrs. Fred Strang, soprano, accompanied at the piano by Mrs. S. C. Helmline. Mrs. Strang sang three very charming solos which were well received.

### SERVICE OFFICERS TO BE APPOINTED

WASHINGTON, D. C., Jan. 10.—Service officers to assist sick and disabled veterans of the World War to obtain compensation, hospitalization and vocational training will be appointed in every state department of the American Legion. Joe Sparks, chairman of the Legion's national rehabilitation committee, has announced. Working under the state officers will be post service officers in 11,000 communities where there are Legion posts. Mr. Sparks hopes to speed up relief for disabled with the appointment of the service officers.

### NAME OMITTED

In the list of Chamber of Commerce directors given yesterday the name of C. S. McElhinny was unintentionally omitted. Mr. McElhinny was given a very large vote for this office. He has been a hard worker in the interests of the organization and as a director will doubtless be of much service to the community.

### NOTICE

There will be a meeting of the Rod and Gun club, Wednesday evening, January 10, at 7:30 o'clock. Final arrangements for the merchandise shoot to be held Jan. 14, will be made at this time.

### INSTITUTIONS TO ASK FOR THREE MILLION

SALEM, Jan. 10.—Appropriations totaling \$3,013,576.87 will be asked of the forthcoming legislature for the support of the state's eleven institutions, according to the biennial report of the state board of control. These estimated needs are \$422,982.18 under the appropriations for the support of these institutions during the past biennium. Of the amount estimated as needed during the forthcoming biennium \$2,557,633.75 represents current expenses; \$425,223.30 permanent improvements, etc.; and \$133,239.32 for replacements and repairs. The estimated needs for the various institutions are shown as follows: State hospital, \$953,385.32; Eastern Oregon state hospital, \$380,700; State prison, \$357,920; Institution for feeble-minded, \$478,000; Boys' training school, \$208,200; Tuberculosis hospital, \$154,760; Blind school, \$94,877.50; Deaf school, \$124,025.50; Girls' school, \$59,608; Soldiers' home, \$39,961.25; Employment institution for blind, \$71,325.

In order to obviate the financial embarrassment under which the state institutions are compelled to operate between the end of the present fiscal year on January 1 until the new appropriations become available about March 1, the board of control recommends a change in the fiscal year which would bring it to a close on June 30. Should this recommendation be adopted, it is pointed out, it would be necessary for this legislative session to make its appropriations covering a period of 30 months instead of 24 months, which would increase the total appropriations correspondingly, although not changing the monthly requirements.

The enactment of a new sterilization law, eliminating the features held objectionable in declaring the former law unconstitutional, is also recommended by the board.

The employment of a parole officer for the boys' training school is also recommended by the board.

The report shows an increase in the population of all state institutions

### RHEUMATISM

Cannot Exist

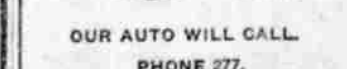
In the human body if you will use Trunk's Prescription; in fact, it is a shame to suffer with inflammatory, muscular, sciatic or any form of rheumatism. Trunk's Prescription DOES NOT depress the heart, it DOES NOT irritate the stomach, it is all the most and good food you wish. It does not contain any harmful drug or narcotic but positively overcomes rheumatism and gout. WHAT MORE DO YOU WANT? There is nothing better. It is also an excellent liver medicine and the greatest Uric Acid solvent known. Trunk's Prescription sells for \$1.75 or \$3 for only \$3.00 at Chapman's Drug Store, Roseburg, Oregon.

### "You'll Be Surprised"

when you see the show at the Antlers, January 23.

You'll also be surprised how good your suit will look after we clean and press it.

Give us a chance—We call and deliver.



OUR AUTO WILL CALL. PHONE 277.

### HOTEL UMPQUA

"Roseburg's Finest" NEW AND MODERN

The people of Douglas county are invited to make their headquarters here.

W. J. WEAVER, Prop.

### Have Your Rubber Boots Repaired

We are now equipped with a New Vulcanizing System and prepared to do all kinds of repairing on Rubber Boots, Shoes and Rubbers.

### W. S. HOWARD

GOODYEAR SHOE REPAIRING

238 N. Jackson St.

Roseburg, Oregon

Stops coughs  
Eases  
throat

Even a little helps to free you from that cold and eases the coughing. See directions on bottle for relieving congestion, soothing inflamed, scratchy throats. Banish that cold. Now—don't risk your health through sheer neglect—ask your druggist for

**DR. KING'S NEW DISCOVERY**  
—a syrup for coughs & colds

from a daily average of 2,835.27 in 1912-1914 to 3,912.79 in 1920-1921.

### This Week Only

# 1<sup>c</sup> Sale

We have a table of specials in items you want and use very day, at prices you seldom get. Buy an article at its regular price and we sell you a second one for 1c. You can buy this week only.

Palmolive 10c, or 2 for 11c.  
Wood Waist Hangers 5c, or 2 for 6c.  
Wood Suit Hangers 10c, or 2 for 11c.  
O. N. T. Spool Cotton 5c, or 2 for 6c.  
Tin Cups 2 for 15c, or 4 for 17c.

Etc., Etc., Etc.

See the Items at the Store

### CARR'S STORE

206 N. Jackson  
Between Churchill's and Fisher's



Snow-white, sterilized and beautifully laundered—your shirts and collars give satisfaction in service and appearance when sent to us.

Have Us Show You

**ROSEBURG STEAM LAUNDRY**  
422 N. JACKSON PHONE 73

### Car of Fresh Lime

on hand. Suitable for spray

### L. W. METZGER

Dealer in Building Materials

Warehouse in Old Empire Barn

### DEVELOPMENT

DEVELOPMENT MEANS IMPROVEMENT. WE ARE IMPROVING OUR FACILITIES EVERY DAY FOR THE BETTERMENT OF SERVICE.

We cannot grow faster than the surrounding country; though we have to keep far in advance of our present needs. Thus maintaining a large investment than ordinarily required.

WE ARE PREPARED TO SERVE YOUR EVERY NEED AT A MOMENT'S NOTICE WITH ECONOMY TO YOU.

### Douglas County Light & Water Co

R. M. JENNINGS, Manager.