

J.C. PENNEY CO.
A NATION-WIDE INSTITUTION
COR. CASS AND STEPHENS, OPP. POSTOFFICE ROSEBURG

Your Needs

For Summer and
Vacation at Thrift Prices

25th Anniversary

They're Summer Favorites
Printed Frocks Of All Kinds

Not for a long time have women smiled so delightedly on printed frocks of every type—soft chiffon and georgettes are favorites.



Entirely New Designs—
Cleverly Styled

flairs, ruffles, girdles and uneven hemlines add to the appeal of summery printed frocks—our price again is famously low!

\$1.475

25th Anniversary

Summer Sets
Of Bloomers and
Vest to Match

Rayon is the practical and comfortable choice for warm weather. Lace trimmed vests are priced at only

79c
Bloomers to match, only, pair
98c

25th Anniversary

Silk Hose
In Lighter Shades
for Summer



Our own numbers of all silk full-fashioned hose—in service and chiffon weight. Pair only

\$1.49

25th Anniversary

She Wins!
'Cause Her
Sweater's Smart

At least, that has a good deal to do with it! The slip-over sweater and separate skirt are accepted as the smartest of all sport costumes.

\$2.98 to \$3.98

25th Anniversary

Bloomer Suits
Of Heavy Rayon



Children's one-piece suits of fine quality rayon—elastic knee, drop seat and tailored bodice top with self straps. So low-priced.

98c

25th Anniversary

Dainty Underthings
To Thrill Every
Feminine Heart

French models of georgette and crepe de chine will tempt every woman—they are unusually frilly, and exquisite with panels and ruffles of lace. Only

\$1.98 to \$3.98

LOCAL NEWS

Visitor Here—

Mrs. L. W. Grubbe, of Wilbur, was here for a few hours yesterday visiting with friends and shopping.

On Business—

Mr. and Mrs. A. Doerner, of Melrose, were in this city for a short time Wednesday afternoon visiting and looking after business affairs.

From Melrose—

Mrs. K. E. Sandquist was here for a few hours yesterday visiting with friends and attending to business affairs.

Visitor Here—

Joe Hutchinson, of Tillam, was in this city Wednesday and overnight attending to business affairs and visiting with friends.

From Wilbur—

John and Robert Irving, of Wilbur, were in Roseburg yesterday afternoon visiting with friends and transacting business.

Visitors from Camas—

Mrs. Clay Lawson and Miss Alice Scranton, of Camas Valley, were in Roseburg yesterday afternoon visiting and shopping.

Visitor Wednesday—

Mrs. Clayton Arnold, of Looking Glass, was in this city for a few hours on Wednesday visiting with friends and shopping.

Visitor from Eugene—

Mrs. W. G. Wade has returned to her home in Eugene after a day's visit in this city, her former home, with friends and relatives.

In Wednesday—

J. D. Wilson, of Sutherlin, spent several hours Wednesday in this city visiting with friends and looking after business interests.

On Business—

Lige Matthews, resident of Reston, was a visitor in Roseburg Wednesday, spending the afternoon looking after business affairs.

From Days Creek—

Mrs. Merle Dean, of Days Creek, spent several hours in this city Wednesday visiting with friends and attending to business matters.

Spends Afternoon—

Mrs. A. Edmonds, of Camas Valley, was a Roseburg visitor on Wednesday afternoon and was shopping and attending to business matters.

Returns to Portland—

Mr. and Mrs. L. W. Myrick, of Portland, who were called to Roseburg by the death of Mr. Myrick's brother, C. A. Myrick, returned to their home today.

Mrs. Aiken Visits—

Mrs. Clayton Aiken, of Camas Valley, was shopping and visiting with friends in this city for a brief time on Wednesday afternoon.

Visit in Eugene—

Mr. and Mrs. D. E. Carr and Mrs. Charles V. Stanton, motored to Eugene today to spend the day visiting and looking after business matters.

O'Maras Visit—

Mr. and Mrs. J. V. O'Mara, of South Deer Creek, were here yesterday afternoon visiting with friends and attending to business affairs.

On Business—

Lige Matthews, resident of Reston, was a visitor in Roseburg Wednesday, spending the afternoon looking after business affairs.

Returns to Grants Pass—

Mrs. W. L. McDonald returned to her home at Grants Pass this morning after spending the past few days here visiting friends as the guest of Mrs. A. J. Ford.

Visitors Wednesday—

Mr. and Mrs. Curtis, of Cow Creek Canyon, were here visiting and shopping Wednesday afternoon. Mr. Curtis is owner of the auto camp ground at the canyon.

Enroute San Francisco—

Mrs. J. W. Bowman and son, of Eugene, formerly of this city, stopped over here today to visit with their mother and grandmother. They are enroute to San Francisco for a visit.

Visit in Town—

Mrs. Carl Backlund, of Melrose, accompanied by her sister, Miss Ruth Anderson, of Zion City, Ill., who is spending the summer in this county, were visitors here for a few hours yesterday.

Have Guests Here—

Mr. and Mrs. W. A. Cray of 1170 Military street, have as their guests this week Mr. Cray's sister, Mrs. W. E. Pilon of Minneapolis, and W. H. Cray of Columbia Falls, Montana, also Mrs. Millie Kimball of Glendale, Calif.

Grahams Here from East—

J. Q. Graham and daughter, Miss Charlotte Graham, are recent arrivals here from Minneapolis. They are the father and sister of Mrs. C. E. Trueblood of this city and expect to remain here during the summer visiting with her.

A. P. Official Here—

Charles E. Brannin, of the traffic department of the Associated Press, with headquarters at Portland, is spending a few days in Roseburg on business matters. He was accompanied to Roseburg by Fred Pupscheck, relief operator, who is handling the News-Review's Associated Press leased wire while the regular operator, James Piland, is taking a two weeks' vacation.

Visitor Wednesday—

A. H. Morley of Salem was a business visitor in this city over Wednesday.

From Eugene—

R. Strickland, Eugene resident, was a visitor in Roseburg over Wednesday.

Here Wednesday—

O. F. Morgan of Seio was an arrival here Wednesday afternoon and visited overnight.

Business Visitor—

C. H. Daugherty, deputy sheriff of Yoncalla, is spending a day or so in this city attending to business affairs.

Copco Official Here—

W. M. Shephard, vice-president and general agent of The California-Oregon Power company, is spending a short time in Roseburg attending to official duties.

Fire at Hanlon Home—

The fire department was called out yesterday afternoon for a fire at the Harry Hanlon home on Prospect street. The blaze apparently originated in the attic, the cause being unknown. Due to the lack of a draft the fire smoldered for a long time, causing a great volume of smoke with only little blaze, so that the damage was not great.

Arrives for Visit—

O. R. Garner, of Oakland, California, arrived here this morning to join his wife, who has been visiting here for the past two weeks at the home of her parents, Mr. and Mrs. H. P. Shields, for a visit until Saturday. They will return home by auto at the end of the week. Mr. Garner is employed by the Southern Pacific company at yardman in Oakland.

Visited Local Store—

C. J. Breier, owner of a chain of 65 stores, one of which is located in this city, was in town this morning calling upon Mr. Henry Goltz, his local manager. Mr. Breier was accompanied by Mrs. Breier and their daughter Elizabeth. After a short visit here they returned to Portland, where business offices for the chain are maintained. Mr. Breier first began his merchandising career at Lewiston, Idaho, in the late eighties, and has become one of the most successful business men of the Northwest.

Visitor Today—

J. W. Bartrum, of Oakland, was in this city for a short time this morning attending to business affairs and visiting with friends.

Tonsilectomies Today—

Bernard Dunn, of Camas Valley, and Lucille Lewis, of Dillard, underwent tonsil operations in this city this morning, Dr. A. C. Seely being in attendance.

Return to Eugene—

Mrs. H. S. Durgan and daughter, Miss Margaret Durgan, and Miss Susan Hurley returned to Eugene this morning after spending the past week or so in this city visiting at the home of Mrs. Durgan's sister, Mrs. Tom Wharton.

Expected from Bakersfield—

Mr. and Mrs. L. G. Baker and son of Bakersfield are expected here today and will visit with Mrs. Baker's parents, Mr. and Mrs. G. W. Murray, and sister, Mrs. Story Iles. Enroute to this city they stopped in Chico, Calif., to visit with other relatives.

Improving Drainage—

The city street crew is busy today installing a new drain on Douglas street in front of the court house. The drain will connect a manhole, which has heretofore poured drainage water into an open ditch in the courthouse alley, with the sewer in front of the court house.

Stop over on Trip North—

Miss Clover Miller and her mother, Mrs. Miller, of Oakland, California, stopped over in Roseburg today for a few hours to visit with the Misses May and Margaret Buldwin. They are on a motor trip to northern points on their vacation. Miss Miller is teaching in the public schools in Oakland and formerly taught in Oregon. They are planning to stop over in Salem for a few days, later driving to Seattle.

Home from 500-Mile Trip—

Al Creason has returned to this city following a five thousand mile trip by auto the past few weeks through British Columbia, Washington, Idaho, Wyoming and Utah. He visited the principal cities in these states and also looked after property interests in Idaho, Wyoming and Utah. He toured Yellowstone Park and reports a fine trip during the entire time he was away.

Creating Impressions

Why is it when a man leaves his home town for a trip to the "Big Town" his first thought is a new suit, hat, shoes, etc.?

You do it, he does it, everybody does it—

Why? Because every man hopes to be accepted as a "Big Town" man or to be taken as a member of the fraternity of smartly dressed men who know the value of dressing well and regard it as essential as a clean body.

And yet the same man back in his home town among his daily associates is often apt to slip back into the old rut of carelessness—indifferent dress, thinking it does not matter. But it does. There is no man or woman either, however careless of his or her personal appearance but what respects or admires the man who is careful to look his best at all times.

While your associates may not express their views they retain impressions and strangers judge mainly by what they see.

Harth's
TOGGERY

BUCK AND BILLY SALE
BE HELD SATURDAY

The annual buck and billy sale, sponsored by the O. A. C. extension service, through the county agent's office, is to be held Saturday at the Kohlhaugen stockyards in North Roseburg. Some of the finest bucks

and billys of the county will be brought in for sale or exchange and an opportunity is offered for sheep or goat owners to obtain some purebred animals.

Bring the family Friday night to Benefit Card Party.



I figured right
when I signed
with
P.A.

WHEN I first started to smoke a pipe, I looked around me. The fellows who seemed to be getting the most out of their pipes were filling them from a bright-red tin, with a picture of a man in a frock-coat on it. They told me it was the greatest pipe-tobacco ever.

I decided to find out for myself. I bought a tin of Prince Albert. As I opened it, the aroma that floated out of it gave me a real thrill. It reminded me of a trek through the woods when the dew is on the leaves and the sun is on the up. I couldn't wait to try it.

The very first pipe-load won me. I was ready to sign on the dotted line. It was cool and sweet-flowing as Tennyson's brook. It was mild and mellow as spring sunshine. Yet it had that full, rich tobacco body that let me know I was smoking. You know what I mean.

I sure figured right when I signed with P.A. The philosophers say the only real pleasure is that which you share with others. So I'm letting you in on the ground floor. Get yourself a tidy red tin of good old P.A. today. Fill your pipe to the brim—and go to it!

PRINCE ALBERT

—no other tobacco is like it!

P. A. is sold everywhere in tidy red tins, pound and half-pound tin humidors, and pound crystal-glass humidors with sponge-moistener top. And always with every bit of bite and punch removed by the Prince Albert process.



Clair Nelson Home—now holds a very responsible position. Clair Nelson, Associated Press sition. telegraph operator at Logan, Utah, is spending his vacation visiting at his home in this city. Mr. Nelson was a former News-Review employee. He studied telegraphy at this city Tuesday enroute home the time a telegraph school was from Vancouver, B. C. While here held here and then became con- they visited at the home of Miss nected with the Associated Press. Kerber's aunt, Mrs. Louis L. He has won rapid promotion and Bodie, in West Roseburg.