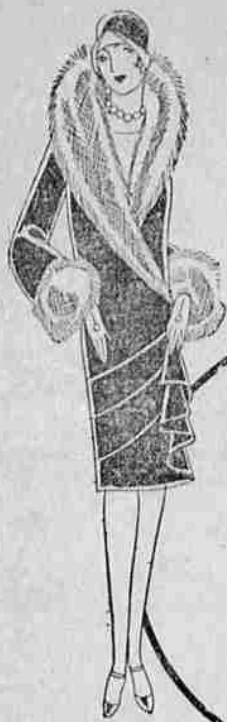


It pays to shop early!

AUGUST  
COAT SALE

Opening the buying season with a sale may be somewhat unusual. Yet with our stock rooms brimming with fresh, new garments, just in and now arranged to our liking, we are able to sort them into groups and make the most advantageous pricings for the benefit of the early buyers!

\$28<sup>85</sup>

Such Coats at \$28.85

In this large group are assembled coats that will appeal to anyone. There is all the style to be found in the most expensive coats to be shown this season. Shawl collars in rich furs matched and contrasted most approvingly to the shades of wood tan, brown, mauve blue or black that are so prominent. This sale ends Saturday. Don't delay.

Fisher's

Better Service—Better Merchandise

There is one coat that will have everything that is New and Right—a Condee.

REMEMBER THAT PROMISE To yourself, the wife, and the kiddies, to visit the Oregon Caves this season. Next Sunday and Monday, Labor Day, is your opportunity. 20,000 people have visited these wonderful Marble Caverns this season. 50 miles from Grants Pass, via the Redwood highway.

Chevrolet owners—Once, every two thousand miles it is a good plan to wash out the transmission and differential with light oil, to remove any chips of metal worn off the gears or other foreign substance, such as grit or dirt. Your lubrication chart will verify this. We are equipped with an Alamo gear flusher to do this work. NED DIXON'S SUPER STATION, Ned Dixon, H. A. H. Whipple.

## MUSIC STUDIO REOPENS

244 Commercial Ave. Bell Sisters Bldg. Sept. 4, Phone 166-R September 15

Harriet Groves Weatherford  
TEACHER OF PIANO

Dunning System of Improved Music Study for Beginners

## ABOUT YOUR TEETH



Our plate work rivals nature itself in its correctness and appearance. All our work is guaranteed. Consult us today.

H. R. NERBAS, Doctor Dental Surgery  
H. G. PHILPOTT, Doctor Dental Medicine

## PAINLESS DENTISTRY

At a big saving of time and money.

WHY leave Roseburg for painless, difficult extraction, regulating, or porphyria treatments when we do the same as well or better for less? All kinds of replacements, bridges or plates, one tooth or more, same day when requested.

## SPECIAL

Quality and Prices on Plates and Extractions

NITROUS OXIDE and OXYGEN ANALGESIA is the acme of painless processes.

ALL WORK GUARANTEED

Masonic Bldg.

Phone 488

## DENTIST

## GLADYS H. STRONG

TEACHER OF PIANO

Graduate of the New England Conservatory.  
PUPIL OF ARTHUR FOOTE

Fall Term Begins September 4th

DUNNING SYSTEM  
FOR BEGINNERSPARROTT BUILDING  
TELEPHONE 292-R, 311-LMERCHANTS WILL  
HOLD INSTITUTE  
STARTING THURS.

Great interest is being shown by merchants and professional men and women in the business institute to be held in this city Thursday and Friday at the Elks temple. These institutes have been held in various cities throughout the state and have been found to be of great benefit to the merchants, and their employees. All of the principal phases of business are discussed by experts from the extended service of the Oregon State College.

Prof. H. T. Vance is a specialist in retail selling and takes up the subjects of advertising, window dressing, store arrangement, and related topics. Professor Vance has for many years been the head instructor in advertising and retail selling at Oregon State College and before that was in charge of the advertising of the largest real estate firm on the Pacific coast. He also handled the advertising campaign of the Linseed Oil company in New York, so that what he has to say should prove of practical value to every merchant in the county.

Prof. E. E. Bosworth is a financial expert and will discuss the subjects of budgets, accounting, credit, collections, etc. Prof. Bosworth has had a great deal of practical experience as a credit and collection man as well as in accounting and will be able to give the merchants of the county a great deal of help.

At the banquet Friday evening at the Umpqua hotel, O. F. Tate, secretary of the Oregon Retail Merchants association will be the speaker, talking on the subject of "Modern Business."

This program for the institute is as follows:

Thursday.  
9:00 a. m.—"Advertising," H. T. Vance.  
10:00 a. m.—Discussion.  
10:30 a. m.—"Budgeting the Business," E. E. Bosworth.  
11:30 a. m.—Discussion.  
12:00 to 2:00—Lunch.  
2:00 p. m.—"The Sales Dollar," E. E. Bosworth.  
3:00 p. m.—Discussion.  
3:30 p. m.—"Accounting for Your Business," E. E. Bosworth.  
4:30 p. m.—Discussion.  
5:00 p. m.—"Retail Selling," H. T. Vance.  
9:00 p. m.—Discussion.  
9:00 a. m.—"Store Arrangement," H. T. Vance.  
10:00 a. m.—Discussion.  
10:30 a. m.—"Credits," E. E. Bosworth.  
11:30 a. m.—Discussion.  
12:00 to 2:00—Lunch.  
2:00 p. m.—"Collections," E. E. Bosworth.  
3:00 p. m.—Discussion.  
3:30 p. m.—"Window Trim," H. T. Vance.  
4:30 p. m.—Discussion.  
6:30 p. m.—Dinner meeting speaker, Mr. O. F. Tate, of Portland, subject, "Modern Business, (21.00 per plate.)"

FRANCES LINTOTT  
Piano Studio

OPENS SEPT. 4TH  
522 S. Main St. Phone 419-J

## DANCE

at  
Umpqua Park

Wednesday Nite  
Aug. 29th

Music by  
STAR FIVE ORCHESTRA

## CITY OF SUTHERLIN

SAWMILL AND BOX FACTORY OPPORTUNITY—14,000 acres with 524 million feet of Douglas fir and 35 million sugar pine. PRICE \$100 M. F. The city will donate mill site adjoining trackage containing 150 acres. Further particulars E. G. KINGWELL, SUTHERLIN CHAMBER OF COMMERCE, Sutherlin, Oregon.

## Roseburg Cabinet Shop

220 W. Oak  
FURNITURE REPAIRING  
Upson Board and Veneer Panel  
Cut to Order  
Window Screens made to order  
E. S. AND F. L. COCKELREAS

## WHAT!!

## Dancing

Rainbow Gardens  
Wednesday, Aug. 29

A good place to enjoy the evening. A cool Umpqua breeze, and music by the 3 HARMONIZERS COME

## DR. DEAN B. BUBAR

OPTOMETRIST  
Specialist in the fitting of Glasses  
116 Jackson St.

ATTENTION  
LEGIONNAIRES

Regular meeting of Umpqua Post No. 16 American Legion Tuesday, Sept. 4 at 7:30 p. m. Legion club room, Roseburg, Oregon.  
Nomination of officers for ensuing year. Large attendance desired. Be sure to attend.

VICTIM OF PLANE  
CRASH IS ACCUSED

(Associated Press Special Wire)  
VANCOUVER, Wash., Aug. 29.—Under guard in a hospital here where he was taken Sunday following an airplane crash, James E. Nolan has been arrested on a telegraphic warrant from Los Angeles, charging grand theft. Bail was fixed at \$5,000.  
Nolan, who is said by police to have admitted his identity, was seriously injured when a plane in which he was learning to fly crashed in an orchard. The plane was piloted by Jimmy Rinehart, young Portland aviator. Rinehart was badly hurt.

The McCormick-Deering tractor has plenty of power to do dry plowing satisfactorily. See one at Wharton Bros.

## NEW TODAY

TRAILORS for sale cheap at Sarff's.  
THE Village Locksmith moved to 535 N. Jackson.

WANTED—One prune picker. L. L. Bodie, West Roseburg.

WANTED—Bear pickers. Apply at F. A. M. Bureau Exchange, phone 98.

LEE Tires, beat by test. We sell "m. Nichol's and Carter's Tire Shop."

LEE Tires built for service and to win outside and inside. Nichol's and Carter's Tire Shop.

FOR SALE—Small 4 cyl. motor equipped with governor and high tension magneto. Cheap at Sarff's.

FOR SALE—Baby Overland in good condition for cheap transportation. Get it. \$35.00 takes it at Sarff's.

KEY fitting our line—We fit any lock and do any kind of small repairing. The Village Locksmith, now at 535 N. Jackson

FOR RENT—Furnished 4-room house, not far from Benson school. \$9. per mo. See A. M. Wallace, 1143 E. 6th St. N.

FOR SALE—A few German police dog pups, pedigree, farm raised. O. H. Watzig, Myrtle Creek, Gazley Route, 1 mile off highway.

FOR SALE—4-room plastered house, lot 8x100 ft., pavement paid in full. Price \$1500. \$100 down and \$15. per mo. Chas. Kyes, 826 U. Jackson.

FOR SALE—100 head of good breeding ewes, mostly well bred Hampshire, \$12.50 per head. W. A. BOUARD, Round Prairie Ranch.

NICELY furnished apt., 2nd floor, private bath, light, water and heat furnished. Reasonable. Near Rose school, 926 So. Main, phone 429-R.

BICYCLE, motorcycle and general repairing. Phonograph, gun, sewing machine, lawn mower repairing. The Village Locksmith, 535 N. Jackson.

FOR SALE—Roll top desk, several good rockers, kitchen ranges cheap, leather bed davenport, long and short. Judd's Furniture Store.

FOR SALE—3-plate Westhouse Electric Range, water heater and complete wiring equipment, cheap if taken at once. Call 452-J between 5 and 10 p. m.

DO not hesitate, do not procrastinate, for you make no mistake when you buy Lee Tires. You get 'em at Nichol's and Carter's Tire Shop.

PEACHES—Fine Elbertas, also some Haies. Windfalls 50c per bu. Pick them up yourselves. J. R. Wilson, near Winston bridge. Phone 21F31.

FOR SALE in Douglas county—lots 8, 9, 12 and 13, section 30, township 38 S., range 4 W., 128 S. 4-100 acres timber and grazing. P. C. Wasserman, 7 E. 3rd St. north, Portland, Ore.

NOTICE—Do not forget to have those metal felloe wheels tightened with our hydraulic wheel tightener now and save the wheel at Sarff's Auto Wrecking House, 329 N. Main St.

FOR SALE or lease—Sheep and turkey ranches. Orchard for lease. Farm for rent. Milk route for sale. Farm to trade for house. Call on me for bargains. C. Merrill, 108 Mosher St.

MANY good men and women who were fast drivers are now over yonder in the sky, because they did not equip their cars with Lee Tires, a tire that never blows. You get 'em at Nichol's and Carter's Tire Shop.

SAVE money on your mortgage loan by our monthly plan. Pay off the old mortgage with a new one. We have a very convenient installment loan plan which not only makes payment easy but offers a worth while saving to the borrower. Umpqua Savings and Loan Association. Douglas Abstract Building.

J. O. NEWLAND AND SON  
USED CARS  
Ford 1-ton truck with new tires, cab and Ruckstell \$300  
Dodge Coupe, 1934 \$250  
Dodge Sedan, 1934 \$250  
Chevrolet touring, 1935 \$225  
Buick touring, 1932 \$225  
Studebaker with enclosures, 1932 \$250  
J. O. NEWLAND AND SON  
Roseburg, Oregon  
Phone 458

RIVERSIDE  
TRADE MARK  
New Unconditional Guarantee  
for 16,000 Miles  
Former Guarantee 12,000 Miles

We guarantee

what others promise—

Don't buy conversation—  
buy mileage—definite and  
assured—

Before you buy your next tire, make sure what protection you get, what assurance you have that the tire will deliver the full mileage you expect.

Find out whether the seller is trying to get you to accept a so-called "standard warranty" or "tire insurance plan" or whether he is willing to back his tire with a plain, legal, written guarantee that will give you a definite number of miles of honest road service.

No matter what anybody says  
NOTHING CAN TAKE THE PLACE OF  
A MILEAGE GUARANTEE

When you buy "Riversides" you actually buy a definite number of miles, for after all it's mileage you want for the dollars you spend, after the tires are on your car.

You can't lose on "RIVERSIDES" for they are UNCONDITIONALLY GUARANTEED to deliver 16,000 miles—and no less.

READ THIS  
UNCONDITIONAL GUARANTEE

We guarantee Riverside Tires for 16,000 miles of satisfactory service under ALL conditions. There are no "ifs" or "buts"—no time limit—no "this guarantee." YOU ARE THE JUDGE. Unless you receive this service, we will replace your tire with a brand new Riverside, charging you only for the actual mileage you received—or repair the tire free of charge. Brown "Molded Circle" Tubes Guaranteed for 3 years.

## Come and See Riversides—

The finest line of "first quality" tires in America with the strongest mileage guarantee ever written.

The tire with improved "GREATER SAFETY" tread, tougher cords, finest close grained, black, glossy, new-life-vulcanized rubber. Made for you by the master minds of the tire industry.

RIVERSIDES ARE UNCONDITIONALLY GUARANTEED TO GIVE 16,000 MILES OF ASSURED ROAD SERVICE at the lowest prices in tire history. Don't pay more than low Riverside prices unless you get a written guarantee for more miles.

## RIVERSIDE FULL OVERSIZE BALLOON CORDS

| Size    | Guaranteed for | Price  |
|---------|----------------|--------|
| 4-ply   |                |        |
| 28x4.40 | 16,000 Miles   | \$6.75 |
| 30x4.50 | 16,000 Miles   | 7.65   |
| 30x4.75 | 16,000 Miles   | 9.25   |
| 30x4.75 | 16,000 Miles   | 9.50   |
| 31x4.75 | 16,000 Miles   | 11.75  |
| 31x5.00 | 16,000 Miles   | 10.15  |
| 31x5.00 | 16,000 Miles   | 10.45  |
| 30x5.25 | 16,000 Miles   | 11.35  |
| 31x5.25 | 16,000 Miles   | 11.75  |
| 6-ply   |                |        |
| 30x4.50 | 16,000 Miles   | 10.25  |
| 30x5.75 | 16,000 Miles   | 14.75  |
| 32x5.75 | 16,000 Miles   | 15.10  |
| 32x6.00 | 16,000 Miles   | 15.15  |
| 32x6.00 | 16,000 Miles   | 15.40  |
| 32x6.20 | 16,000 Miles   | 16.65  |

## YOUR SIZE IS WAITING FOR YOU HERE

| Riverside Tire and Tube Combination Offer                | Riverside Tire and Tube Combination Offer                        |
|----------------------------------------------------------|------------------------------------------------------------------|
| 29x4.40 Balloon with Molded Circle Tube, both for \$8.65 | 30x3.50 F.O.S. clincher with Molded Circle Tube, both for \$7.10 |

## MONTGOMERY WARD &amp; Co.

Telephone 95—315 N. Jackson St.

ROSEBURG, ORE.

Poultrymen,  
Attention!

Poultry prices are advancing in all markets. We expect to see very good prices all fall. Always see us before you sell.

Valley Poultry and Produce Co.  
226 W. Oak Phone 646

## ROSEBURG UNDERTAKING CO.

Established 1901

M. E. RITTER, Manager

Founded and Maintained on Efficient  
Service and Courtesy

none 284  
Tak and Kane Sts.

Ambulance Service

Licensed Lady Embalmer