

Spring Opening

As Spring opens we greet you with a new and enlarged department. The springlike freshness of new paint and tinting gives you cheerful welcome to the hundreds of bright and vivacious fashions which are newly arrived for Spring.

With Quality and Style of Equal Importance

We Present

CONDE COATS CALIER COATS
MITCHELL DRESSES
KORREKT DRESSES CO-ED DRESSES

And with prices to please those who wish to economize

Charming are the styles beyond words to describe—and surprisingly attractive are many of the new features, such as the wrinkle proof, moisture proof and dust proof coatings.



New shades—Copper tan, Barbary green, Monterey tan, capucine red.

Coats are of glow-knit, Conde-moor, snowflake coating, pastel tweeds, llama cloth.

Fashion Show
at The Antlers Theatre
For the Legion Auxiliary Friday evening, March 7th. Fisher's presents as models:

Miss Helen Bacher
Miss Margaret Hewitt
Miss Goldie Goetz
Miss Melba Frew

Fisher's

BETTER SERVICE—BETTER MERCHANDISE

NORTON ASKS MORE PRUNES, BERRIES, PEARS AND BEETS

The meeting on farm crops, held at the city hall yesterday at the call of the agricultural committee of the county granges, was well attended and proved very helpful and interesting. The meeting was arranged by County Agent J. C. Loedy, chairman of the county committee, and Fred Goff, chairman of the state agricultural committee, each of these men making a brief talk. The chief purpose of the meeting was to listen to an outline of the needs of the local canners, a very interesting talk being made by Frank Norton, manager of the Norton canneries.

Mr. Norton explained the plans of the canners for this year and advised the growers regarding the crops where expansion appears justified. The canners can handle many more pears than are now being packed, Mr. Norton reported. Last year 700 tons of Bartlett pears were packed, and it is the plan to install additional equipment so that the output can be more than doubled, he stated. The Pacific coast produced only 3 per cent of the canned pears in the world, he stated, and because of the low production costs here and the excellent quality of the fruit, there is no reason why the canned pear industry cannot be greatly increased. Continuation of last year's high prices, he stated, is not to be expected, and, in fact, is detrimental to the industry, for last year, because of the high prices for canned pears, consumers turned away from the fruit and bought canned pineapple, which could be obtained at much less cost. High prices on any commodity, he stated, results in decreased demand, so that it is far better to maintain a lower price, where a fair profit can be made by all interests and the market stabilized.

There is a fine opportunity, he stated, for expanding the canned prune business. Prunes are the cheapest of canned fruits and can be sold at 12¢. He expects a big crop this year, due to the unusually cold weather in the western and southern states has affected peaches and other fruits that have competed with prunes in the past. He anticipated fair prices for canning prunes this season.

The canners will be able to handle a great many more strawberries, he reports, but the plantings in this county must be greatly increased before the canners can work on a profitable basis in handling the berries. It is necessary to have from 200 to 300 crates of berries daily to make canning profitable, Mr. Norton stated. There is a growing demand, he said, for barreled strawberries. The berries are put down in sugar in a fresh state and when kept under 40 degrees of temperature may be held for a comparatively long period of time. There were 50,000 barrels of strawberries sold in Oregon this year, Mr. Norton said. The berries in this form are used chiefly in confectioneries, restaurants, hotels, etc., where large refrigerators are obtainable, but canners are working to develop smaller containers that may be easily kept in the electric refrigerator in the home, making it possible to provide strawberry shortcake the year around.

Sour cherries also offer a good possibility for profit in the Umpqua valley. Mr. Norton told the growers. There is a large demand for such fruit, and sour cherries can be picked early in the season. They come into bearing early and crop failures are very infrequent. Mr. Norton is planning on putting up a large pack of blackberries this year and is looking forward to a good price. There is plenty of room for expansion, he stated.

The canners, Mr. Norton said, can handle many more beets and carrots. No definite prices have been established, but beets will probably bring about \$25 per ton, graduating down according to sizes. The beet acreage of the county could easily be doubled, he told the growers. The canners are ready to contract to handle sufficient beets in pack at least 15,000 cases. Only 3,000 cases were shipped last year. Canning beets are 2 inches in diameter and under. Carrots, he stated, will probably bring about \$10 per ton. The canners use Chautau variety, and order to secure a uniform crop will furnish the growers with seed. Small carrots are canned whole and the larger ones are sliced.

The canners will not handle string beans this year, he stated. It is being found that unless beans are produced on irrigated land they are not suitable for canning. It is also necessary to provide very expensive equipment to handle them, and so they cannot be packed profitably except on a very large scale.

No increase in pumpkins is justified as the pack of last year was heavier than the market demand. There are also sufficient tomatoes being grown for canneries purposes and expansion is not to be recommended, Mr. Norton said.

He declared in closing that the local canners are in a very fine position to meet the trade because of the excellence of the fruit and vegetables grown in the Umpqua valley. The sugar content of most fruits is higher than in nearly any other locality because of the long growing period. Beets have won high praise because of their unusual color, while practically every product from the canneries has received commendation from wholesalers because of the fine quality.

First Lieutenant in the reserve corps, served with the Canadian Royal Flying corps during the war.

DANCE

TO
Chief Big Boy's Music
Saturday, March 8th
AT THE
WIGWAM
Follow the Crowd to the Home of
THE MUSICAL REDSKINS

Get It Pasteurized

and have the best.
Our Milk Comes to You

PURE AND CLEAN

Nothing added and nothing taken away, and as a special safeguard it is pasteurized in a scientific way.

Roseburg Dairy and Soda Works

E. T. UNRATH, Owner & Manager

If your dealer cannot supply you call 186, and we will be glad to make you a special delivery at any time from 5 a. m. to 5 p. m.

Visitors Always Welcome.



Here's the "cheer-loader" for every breakfast—five crispy, flavorful strips of FRYE'S DELICIOUS BRAND BACON. Not too lean, not too fat—sweet and tangy. FRYE'S DELICIOUS BRAND BACON is preferred by thousands here in the Northwest because it comes to them from the close-at-hand Frye plant, fresher by days.

Send 3c to Frye & Company, Portland, for their famous "Meat Guide." Contains 187 recipes.

Everything the Name Implies

DOUGLAS MARKET

Meats and Produce

COMPARISONS

Economical housewives compare prices and quality. Our prices and quality are a standard by which the most economical housewife can make her comparisons. By doing so it is found that the Douglas Market is the place to buy your meats.

Did you get any of those neck bones last week? If not try some. They are lean and sell readily at 15¢.

The Quality of Our Beef is the Best

ROASTS, lb.	20¢, 22¢
SHORT RIBS, lb.	15¢, 18¢
HAMBURGER, at its best, lb.	20¢

Try one of our Pork Roasts

HAM ROASTS, lb.	25¢
SHOULDER ROASTS, lb.	23¢
SAUSAGE, a real treat, lb.	20¢

VEAL LAMB

S. ROASTS, lb.	25¢	LEG OF LAMB, lb.	30¢
S. STEAKS, lb.	25¢	SHOULDER ROAST	25¢
BREASTS		BREAST	
FOR BOILING, lb.	18¢	FOR BOILING, lb.	18¢

SMOKED MEATS
Sugar Cured

BREAKFAST BACON, half or whole, lb.	30¢
BACON BACKS, half or whole, lb.	28¢
DIXIES, lb.	17¢
COTTAGES, lb.	30¢
3 LBS. PURE LARD	50¢

PHONE 350

238 N. JACKSON

WAR VETERAN GETS DISABILITY CHECK

A check for \$5,675 is to be issued by the government to Leonard A. Fitzgerald of Roseburg, a disabled World War veteran, according to an announcement by Senator Stewart, Washington dispatching report, Fitzgerald who was wounded in Chateau-Thierry, obtained a judgment against the government in the federal court, where his claims for a settlement were heard.

G. L. HOWARD HERE FROM DIAMOND LAKE

George L. Howard, manager of Diamond Lake lodge, was the guest of Mr. and Mrs. J. A. Harding at the Umpqua hotel last night. Mr. Howard, who resides in Medford, has been on a business trip in the northern part of the state where he has been doing some extensive advertising for the lake resort. Diamond lake is gaining more and more popularity each year, Mr. Howard stated, and it is being necessary to increase accommodations each season. The concessions are doing everything possible to develop the lake as a recreational attraction, and are providing all possible accommodations to take care of the crowd that is increasing in size each season.

GARDEN VALLEY MAN GETS O. I. C. HOGS

William Harrison, a garden valley farmer, has just received a shipment of enclosed O. I. C. hogs from the Flathead hog farm at Kalispell, Montana. The shipment, consisting of two pigs and one boar, will be used for breeding purposes in Mr. Harrison's fine herd of purebred hogs.

CHAIN STORE SALES REVEAL INCREASE

Associated Press—United States NEW YORK, March 7.—The first 31 chain store companies re-

porting their February results show aggregate sales for the month of \$128,740,277, compared with \$120,463,989, in February, 1929, an increase of 6.88 per cent.

OREGON BUSINESS COLLEGE

Opens Monday, March 17. Located on Jackson street, upstairs over Stuart Shop, opposite Umpqua hotel.

On account of unprecedented developments by the United States government during this and next year, now is the time to prepare for civil service examinations, which can be taken in Roseburg. Cease wavering, dreaming, wishing. You crave success, money, freedom from care and poverty. You now have the chance. Now! now and secure a \$25.00 reduction. Pick not back wins.

Are you better equipped and more efficient than you were last year? Act now.

Reference—Chamber of commerce, credit association, either of the three banks. Two more can receive individual instruction until school opens. Call at college or write Box 1272. Adv. S. P. BAILEY, President.

WEATHER FORECAST

OREGON: Unsettled tonight and Saturday, with local rain in north-west portion tonight; slightly warmer in interior tonight. Roseburg and vicinity: Some what unsettled tonight and Saturday, slightly warmer tonight.

PRESBYTERIANS IMPROVE INTERIOR OF THEIR CHURCH

New pews are being installed at the Presbyterian church this week. Men of the church have been working diligently to get the pews assembled in time for the regular services on Sunday. The church floors have been sanded and stained and will be given two finishing coats of varnish when the work on the pews is finished, making a very great improvement in the appearance of the sanctuary.

Credit for the pews and the improvements is being given the Ladies aid society, which, under the leadership of Miss Frances Howell, has been laboring over a period of months to raise finances to purchase the seats. They raised sufficient money to pay cash for the pews and the improving of the auditorium. Deductory services will be held at a later date. Rev. Alexander Mendenhall, pastor of the church, announces. Three beautiful oak chairs are also being provided for the pulpit.

MARSTERS ADVANCED IN RESERVE CORPS

Lyle E. Marsters, World War veteran, former commanding officer of the local national guard company, has been commissioned a captain in the infantry reserve, according to word received from Washington, D. C. Captain Marsters, who formerly held the rank of