



First grade or senior in high, each and everyone of you will find exactly what you want in the stores of Roseburg. Look over these advertisements and then rush to your favorite stores to do your Back-to-School Shopping. Buy your clothes and supplies now --- avoid the last-minute rush.

Sweaters

For Back-to-School

It's Back-to-School in style in a new sweater from Luverne's. All new sweaters in the newest of colors and styles. See our selection of full fashion sleeve sweaters. Comfortable beyond words. Pretty as a picture.

Come in tomorrow, while our stocks are complete in every respect. Buy now and be ready for Back-to-School.

If you want a selection to choose from see our collection of all wool, lamb's wool and pure cashmere sweaters in three very popular styles. Every color in the rainbow to choose from.

4.95

Luverne's

124 NORTH JACKSON



WINDSOR

3-PIECE PEN AND PENCIL SET

Mechanical Pencil
Ball Point Pen
Fountain Pen

Asst. Colors
Maroon
Grey
Blue
Black
Green



Made to Sell
for 98c a Set

NOW

3 Sets \$1.00

Also complete stock of back to school supplies at special reduced prices

Across the Parking Area from Nielsen's Market



PARK-N-SHOP

SOUTH STEPHENS ST

DIAL 3-8423

Home * Family * Outdoor Needs

It's Back-to-School

Fashions

at small budget prices

SKIRTS 3.95 to 5.95
Plains, Checks, Plaids
Gabardines and Novelties

BLOUSES 2.25 to 3.95
Rayons, Cottons, Orlon, Nylon
Peter Pan and Tailored Styles

SWEATERS 3.95 to 5.95

COTTON DRESSES ... 4.95 up

DRESSES 5.98

One Rack — Values to \$39.95



The Style Shop

Where You'll Find Fashions at Budget Prices
139 North Jackson Dial 3-5015



YOUR
CHILDREN'S
GROWING
UP
YEARS

Keep Them Forever
in PORTRAITS

CLARK'S STUDIO and 105
Camera Supplies S. Jackson

Genuine Levis

Lord Jeff
Sweaters

College Day's
Cards

Monarch Suede and Horsehide Leather Jackets

Orlon
T-shirts

White Stag 4-Season Jackets

Phoenix
Argyle Sox

Beverly Faded Blue Slacks

LEN MITCHELL

MEN'S CLOTHES

213 NORTH JACKSON

NO TARDY MARKS

When You Have A Dependable Watch

17 JEWEL WATCH



Always be on time... wear one of these dependable watches.

- Shock, Dust, Water Resistant
- Luminous Dial
- Sweep Second Hand
- Defies Destruction
- Guaranteed by Lawson's

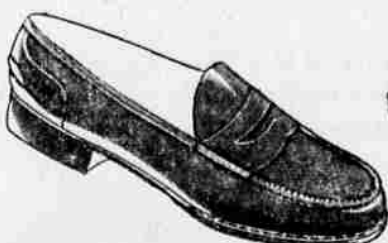
\$19 95
with leather band add Fed. Tax

Lawson's
ROSEBURG'S LEADING JEWELER
116 N. Jackson
Dial 3-4244

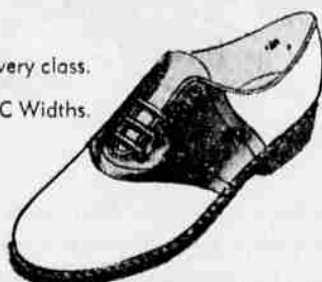
YOU
DON'T NEED
CASH

BACK TO SCHOOL SHOE FAVORITES

Fashions change and styles vary but these two shoes are favorites with every class. Come in tomorrow and select yours. Sizes from 4 to 10. AAA to C Widths.



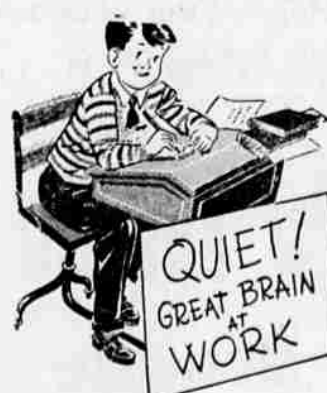
Brown Loafers
for casual comfort
8.95



White Saddles with
red rubber soles
8.95

Miller's

Shoe Department... Main Floor



GET YOUR STUDENT'S FURNITURE

A T

Goodman's

STUDENT DESKS,
(Finished and Unfinished)

FROM 21.95

CHESTS OF DRAWERS
(Finished and Unfinished)

FROM 14.50

CEDAR CHESTS

FROM 57.50

MAPLE BUNK BEDS,
Complete

FROM 109.95

GOODMAN'S FURNITURE
EASY TERMS

444 NORTH JACKSON

PHONE 3-8034

DON'T DELAY! STUDENTS!

CALL KEN'S, 3-5456, TODAY

FOR THOSE BETTER GRADES IN SCHOOL

Rent A New Portable Typewriter on our
RENTAL PURCHASE PLAN



3 months rent for \$15.00, with rent to apply on purchase price of machine any time within 90 days. Also good selection of used standard office typewriters for rent.

KEN'S OFFICE EQUIPMENT

ROYAL Typewriters Sales—Service—Rentals—VICTOR Adders
"SERVICE OUR SPECIALTY"
Phone 3-5456 Roseburg, Oregon 631 S. Stephens