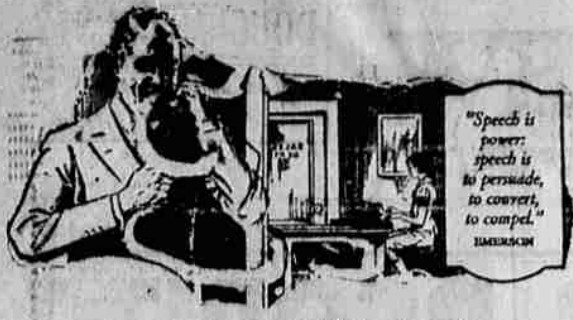


VOICE YOUR THOUGHTS BY TELEPHONE



"Speech is power: speech is to persuade, to convert, to compel."

YOUR VOICE...

A Business Asset

PERSONALITY is an important business asset. The salesman realizes that selling himself to the trade is fully as essential as selling his goods.



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

PRUNE ROOT BORER IS WORST ENEMY OF THE PRUNE TREE

The prune root borer is the worst insect of the prune tree, according to County Agent J. C. Leedy. The adult is a dark, steel-blue, clear-winged moth very closely resembling the common wasp.

materially shortened. The injury is produced by the larva tunneling under the bark at or near the crown of the tree.



There are hundreds of thousands of them—expressed their admiration of the flying hero in the most

TAGALONG'S PONY IS GIVEN NAME OF 'LINDY'

Nearly 24,000 Letters Sent in by Interested Boys and Girls.

ALL NAMES CHECKED

Name Proposed by Greatest Number of Boys and Girls Is One Accepted for Pony.

Lindy is the name of Tagalong McGoosey's pony.

The last letter of the last big bundle of letters that have come to The News-Review suggesting names for the new pony in the "Freckles and His Friends" comic strip has been checked and rechecked. And the result is—LINDY.

Now, besides giving the pony a name that he likes, and that Freckles and Tag and all the rest of the pen-and-ink kids like, these hundreds of letters prove something that Roseburg mothers and fathers can be pretty proud of. For they prove that Colonel Lindbergh is the present-day hero of childhood.

Youth's Greatest Tribute The man whose whole life has been an example of clean living, whose lovable personality is half-submerged in boyish modesty, whose ideal is indomitable courage in striving for worthy accomplishment, whose ambition is for something infinitely greater than self-advancement—that is the man who has won first place in the heart of Young America.

sincere way they knew. They gave his name to the frisky little black playmate that they watch for eagerly every day on the comic page.

Letters were sent in by children in every state in the Union, for "Freckles and His Friends" appear in hundreds of newspapers. The News-Review was swamped with letters; it was the greatest response that children ever have made to a contest.

24,000 Suggestion Received When the very first sack of letters was opened and the job of checking the names was started, it was clear that several favorite names were going to receive a flood of votes. For this reason it was agreed that the name that received the most support should be given to Tagalong's pony. Tag and Freckles and Mr. Blosser, the artist who draws the strip, decided this would be the best plan.

In all, there were more than 750 names suggested, so you can see what a task it was to keep an accurate check on every one. And the total number of letters from boys and girls all over the country was nearly 24,000. Others, too late for the contest, still are coming in.

Boy Suggests Own Name Made a young reader of the comic strip suggested names made up of the initials of characters in the story. This one came from a girl in Ohio:

"I would call Tagalong's pony TAFO, because: 'T' is for Tagalong, 'A' is for Alex, 'F' is for Freckles, 'O' is for Oscar."

A boy in Tennessee who is pretty proud of the name that his parents selected for him suggested his own name. Several children who are so well acquainted with the pony that they can draw pictures of it, sent in colored sketches with their choice of names.

To be sure, since Colonel Lindbergh is the hero of the hour, his nickname was not the most original of the names sent in. But since it shows the sincere admiration of the youngsters, and since the name was so many thousands ahead of any other name suggested, The News-Review had no choice but to call the pony "Lindy."

"Black Beauty" Second Choice The names that received the next largest number of votes, in their order, were: Black Beauty, Prince, Bobby Bacon, the little boy whom Tagalong found, Tony, King, and Gypsy.

Tagalong and Freckles and Mr. Blosser, the artist, have asked The News-Review to thank all the boys and girls who are so much interested in their comic strip that they sent in names for the pony. Tag says he is sorry that he can't acknowledge every letter. But there were so many thousand votes that it would keep him busy for months writing to everyone. And that would keep him out of the strip in The News-Review—and he knows that the boys and girls would rather see him playing with Lindy every day.

PRUNES are coming back this is an excellent time to buy ranches we have some fine prune orchards for sale McLENDON REALTY COMPANY CORNER OAK & MAIN

CARNES DISTRICT THREATENED BY BIG GRASS FIRE

A very serious grass fire at Carnes late yesterday evening for several hours threatened a great deal of valuable farm property. The fire started in the Harry Winston field where men were at work hauling baled hay, and it is believed that a carelessly dropped cigarette started the fire. The flames spread over the Harry Winston, Grant Smith and Walter Hamilton places, destroying fences and hay but through a hard effort the buildings were saved. S. M. Kelley of Kelley's Corner, telephoned to all of the residents of that neighborhood, all available men and boys responding to the call armed with wet sacks and other equipment for fire fighting. More than fifty fire fighters waged a battle against the flames until long after dark, and through their efforts succeeded in saving the buildings so that the losses were confined to hay and fences.

The McCormick-Deering tractor is becoming more popular every season. They are a high grade machine and will save you money in the long run. See this tractor at Wharton Bros.

GOLFER KILLS FISH SIOUX FALLS, S. D.—Mrs. Paul Naylor, Jr., playing golf, stepped across a tiny stream and was startled when a 26-inch bullhead fish leaped into the air beside her. She swung with her wooden driver and buried it three inches in the fish's head. Then she worried for fear she had violated a law by killing fish out of season.

U. S. Weather Bureau Office, Roseburg, Oregon. Data reported by Arthur W. Pugh, Meteorologist in charge.

Table with weather data: Barometric pressure (reduced to sea level) 5 a. m. 30.04, Relative humidity 5 p. m. yesterday (per cent) 32, Precip. in ins. and hundredths: Highest temperature yesterday 82, Lowest temperature last night 55, Average temperature for the day 72, Normal temperature for this date 68, Precipitation, last 24 hours 0, Total precip. since 1st month 0, Normal precip. for this month .32, Total precip. from Sept. 1, 1926, to date .35.90, Average precip. from Sept. 1, 1927, to date .41.16, Total excess since Sept. 1, 1926 .05.26, Average seasonal precip. Sept. 1 to May inclusive .31.12, Forecast for southwest Oregon: Fair tonight and Friday, moderate temperature, normal humidity.



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... that's why better smokers everywhere are getting "jerry" to this new cigarette joy. Because it's a better cigarette. Perfection to the taste... because it's blended of better tobaccos... by modern blenders who began where the others left off.

OLD GOLD not a cough in a carload

FISHERMEN OF LOS ANGELES SEE BIG UMPQUA TROUT

Joe Welch Says Much Excitement Caused by Fish Taken During Recent N. Umpqua Trip.

The huge trout taken from the North Umpqua river at Steamboat by Joe Welch and Jack Boaz of Pasadena, have been creating a great deal of comment and interest while displayed at Los Angeles and Pasadena, according to a letter received by John Ewell of Camp View. Mr. Ewell is a personal friend of the two men and was largely instrumental in getting them to come to Roseburg for a fishing trip.

"Jack and I have started some up your way already," Mr. Welch says in his letter, speaking of a sportsman looking for a place to fish. "Stewart (Mr. Welch's son) has a bunch of big guns in picture show circles who will drop in on you, so now take off your coat—you started something. From time to time I will write notes of introduction to the so-journers from this citrus belt—to you. I believe me the kettle is boiling and street corners are busy trying to spell 'Umpqua'."

Mr. Welch says that he has not yet made arrangements for another trip to the Umpqua but hopes to be able to get away again soon. He sends his regards to all of his friends in Roseburg, particularly "Pete the arrester" (E. R. Thurber).

Mr. Welch, who is one of the best known importers of anglers supplies, accompanied by Jack Boaz, camping scout for the New York Hardware company of Los Angeles and Pasadena, visited here for two weeks recently, enjoying a fishing trip up the North Umpqua, where he was made a member of a fishing lodge, built for him by the sportsmen's association and business men of Roseburg. The two men are very enthusiastic over the North Umpqua as a fishing stream and expect to direct a great many southern California sportsmen to this section.

mer. But there was no fire, the next morning the \$15,000 truck was found in an alley, undamaged and deserted. A watchman at a new fire station was found bound and gagged. He said two youths tied him up at the point of a gun and stole the truck "to play firemen."

Eat barbecue sandwiches and live forever. Brand's Road Stand.

NIGHTLY PORTLAND GRIME

(Associated Press Local Wire) PORTLAND, Ore., Aug. 11—Two men, Arthur Crumpton and Lawrence Willis, were held up and relieved of \$5 and \$1, respectively, last night by two gun-carrying robbers as they were passing thru Sellwood Park.

Windows of two jewelry stores were smashed and looted last night.

Camp at Idleyd Park.

A. L. MILLS, PORTLAND BANKER, SERIOUSLY ILL

(Associated Press Local Wire) PORTLAND, Ore., Aug. 11—A. L. Mills, president of the First National Bank, ill at his home from a heart attack suffered a few days ago, was reported in serious condition today.

Our cow spray kills the flies. Wharton Bros.

DRAWN INTO THRESHER

(Associated Press Local Wire) THE DALLES, Ore., Aug. 11.—Injuries incurred when he was dragged into the separator of a threshing machine proved fatal yesterday to George J. Mays, 21, of London, Mays was brought into a local hospital last Saturday. His right leg had been mangled badly.

Cottage cheese, Roseburg Dairy Phone 156.

NEW FINANCING PLAN OFFERED BY ROSE HOTEL

(Continued from page 1.) Giving the stockholder the benefit of each.

The plan has met with great popularity in California where numerous large investments have been made under the system. This is the first time that the company has operated in Oregon and consequently the officers are here to see that the campaign is properly conducted. The plan is known as the Lincoln Subscription Refunding Plan of Financing. T. W. Gale, director, and Charles B. Hall, sales

director are in Roseburg to supervise the campaign here and have several assistants with them to do the clerical work.

Roseburg people undoubtedly have a great interest in this hotel as its success is of great importance to the community. Good hotels form one of the greatest assets of any city and any movement to improve or extend accommodations to meet demands is a commendable development. The plan now proposed is advanced as a system for a safe and profitable investment, coupled with a life insurance feature that merits investigation, while in its entirety there is behind it a proposition for a business expansion of great importance to the community.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

PARADOW

(Unadulterated Paradichlorobenzene)

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ECONOMICALLY EFFICIENTLY EFFECTIVELY

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PRUNE DRYERS

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Your old dryer can be rebuilt into a modern recirculating plant.

Material furnished and installations made

WALTER LEAKE HEADQUARTERS FARM BUREAU COOPERATIVE EXCHANGE

Advertisement for Fruits, Fresh From the Grower, Economy Grocery, "The Store That Serves You Best," 344 N. Jackson Street, Phone 63, O. L. Johnson

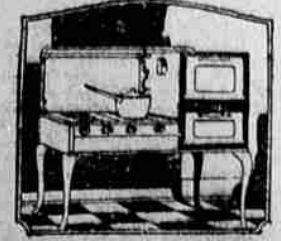


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Never any soot smudges from an Electric Range!

When you begin cooking electrically you'll find it easy to keep your kitchen ideally clean.

The electrical way is the only absolutely sootless, greaseless way of cooking—never smudges woodwork, walls or bottom of pans.



Drop in at your electric dealer's today. He will gladly show you the latest models in Electric Ranges.

Only a few dollars down will put a fine Electric Range in your home—then easy monthly payments.

THE CALIFORNIA OREGON POWER COMPANY

OFFICES: Medford, Grants Pass, Roseburg, Klamath Falls—Oregon Yreka, Dunsmuir—California