

HOW Do You Buy



When you enter a store to buy anything, how do you ask for it? Do you call for the articles by name, or do you generalize—a can of tomato soup; a bag of flour; an aluminum kettle; so many square yards of linoleum; a meat grinder?

It is much better and far more satisfactory to specify the articles you want by name, for merchandise that is good enough to be sold by name is almost always better in quality, and usually no higher in price, than goods of uncertain lineage and less certain quality.

The advertising columns of this newspaper carry advertised names that are familiar to millions of people. Soap, flour, sugar, cereals, kitchen ware, rugs, linoleum, automobiles, etc. They represent those articles that stand for the best in their respective classes of merchandise—quality all through.

Advertising keeps these names before you constantly. Advertising is a constant reminder that the articles you want are the same articles that you see advertised day after day—that justify their being by the service they render. And advertising brings you news—of inventions, discoveries, improvements that keep you up to date.

Tell the sales-clerk what you want by its advertised name. You'll get it—and your money will purchase full value. It pays to read advertising and remember advertised names.

LOCAL NEWS

Visitor in City—

Carl Welvelsk of Medford is a visitor here today to look after business affairs.

Visiting Friends—

Mrs. W. M. Oberman of Doris, Oregon, is here for a few days enjoying a visit with friends.

Visitor Tuesday—

Mrs. Carl Backlund of Medford was here Tuesday afternoon visiting with friends and shopping.

Stearns Family Home—

Mr. and Mrs. H. C. Stearns and family returned today following a week's vacation spent at Newport beach.

Marriage License Issued—

A marriage license has been issued to Chester W. Ehle of Myrtle Creek and Wilma Banks of Aberdeen.

Here From Eugene—

Mrs. O. O. Hunsaker, formerly of this city, is a visitor here from Eugene, where she now makes her home.

From Camas—

H. Martindale of Camas Valley was here over Tuesday visiting to business affairs and attending with friends.

Business Visitor—

A. H. Houghtaling arrived here yesterday from Rock Creek and is looking after business affairs for a day or so.

Business Visitor—

Leon R. Sells of Portland was an arrival here yesterday afternoon to look after business affairs for the next few days.

Riddle Visitor—

Mrs. Stanley Eisenman of Riddle was in this city Tuesday afternoon visiting with friends and transacting business.

Back From Vacation—

Mrs. V. M. Pitchford and daughter, Miss Agnes Pitchford, have returned from a vacation trip to Newport, Astoria and Long Beach.

Gas Corporation Men Visit—

K. I. Dazey, general manager of the Southern Oregon Gas corporation, and J. B. Brault, auditor, were here from Medford offices yesterday.

Ex-Residents Visiting Kin—

Mr. and Mrs. Albert Easton of Portland are here visiting the former's mother, Mrs. Chandler, and sister, Miss Minnie Easton. Mr. Easton formerly lived in this city.

Return Home—

Mr. and Mrs. T. R. Beers, and family, who have been visiting at the J. S. Incho home at Oak Creek for the past few days, have returned to their home at Creston, Oregon.

Wheat Farmer and Party Visit—

George H. Coppinger, wheat farmer of Echo, Mrs. Coppinger and Helen Schaal were visitors here yesterday. They left this morning for home after a vacation trip to Crater Lake.

Visiting at Addition Home—

Mrs. Louise Huguemlin of Colusa, California, arrived here yesterday afternoon for an overnight visit with Mrs. Ada Addison of this city. She will go on to Woodburn today to visit.

Former Resident Visits—

John Kernan, a former resident of Roseburg, now working between Eugene and Dunsmuir as a railway mail clerk, is spending a couple of days in this city attending to business matters.

Home From Portland—

Noel Cavender has returned home following a trip to Portland, where he spent the first of the week visiting his father. The latter, who has been ill for some time, is just about the same, his son reports.

Resigned Position—

Miss Lucille Lenox, employed at the Quinn and company offices for the past few years, has resigned her position to take effect the first of September. Mrs. Elizabeth W. Garrett, a recent arrival here from Amarillo, Texas, is taking Miss Lenox's place. Miss Lenox is undecided as yet what her future plans will be.

Visitors Left for Missouri—

Mr. and Mrs. A. H. Showalter and two daughters, Naomi and Mary Arline, of Craig, Missouri, who have been visiting Mrs. Showalter's aunt, Mrs. O. C. Welke, at Coos Junction, left for their home Monday. They also visited Mr. Showalter's sister at Redlands, California, while on this coast.

Back From Stanford—

Mr. and Mrs. F. C. Fitzpatrick, who have been spending the summer at Palo Alto, where Mr. Fitzpatrick has been attending summer school at Stanford University, have returned to their home in this city. Mr. Fitzpatrick was granted his master degree at Stanford this year. They will leave in a few days for Echo, Oregon, where Mr. Fitzpatrick is superintendent of schools. Their school opens September 3.

Paul Trueblood Home—

Paul Trueblood, son of Rev. and Mrs. C. E. Trueblood, is home for the remainder of the summer, having recently returned from the Oregon Caves, where he has been a guide and entertainer this vacation season, being forced to give up his work because of illness. He graduated this spring from Willamette University and this fall will go to Tennessee, where he will teach in the university part time and continue his studies.

Marriage License Issued—

A marriage license was issued today to Ray H. Rogers of Yoncalla and Lila Fancher of Eureka.

Ex-Resident Visitor—

Mrs. Kenneth Gilkeson, formerly of this city, accompanied by her children, was here visiting relatives and friends yesterday. She is now a resident of Eugene.

Back From Vacation Trip—

Mr. and Mrs. H. C. Parslow are home following a vacation trip over the McKenzie highway to southern Oregon points of interest.

Visited Brother and Family—

Ford Singleton, employee in the parts department of the C. A. Lockwood Motor company, returned home last night from Medford, where since Saturday he has been visiting with his brother, Walter Singleton, and family.

Returns South—

Walter Herman has returned to Sacramento after spending a week here visiting relatives and friends. He is employed by the Southern Pacific company there. Mrs. Herman, who has been here for the summer, will remain a while longer.

Home From Motor Trip North—

Mr. and Mrs. Wm. Bell have returned home following a motor trip as far north as Seattle. They accompanied their daughter, Mrs. Shirley Baker, and her four children, north last week. The visitors went on to Cordova, Alaska, to join Mr. Baker, who is head of the bureau of fisheries there.

Secure Roofing Contract—

The Denn-Gorretsen Co. were today notified that contract for re-roofing the Yoncalla public school building has been awarded to them. This is one of several large contracts of this nature that has recently been awarded the local firm.

On Vacation Trip—

Mrs. L. J. Crafton, employee of the Douglas Abstract company, has gone to the northern part of the state for a two weeks vacation. She will visit with relatives and friends in Portland and will probably spend a part of the time at the northern beaches.

Ex-Residents Here—

Mr. and Mrs. Charles Springer (Gladys Lenox), both former residents of this city, are here from southern California visiting Mrs. W. C. Winston, Mrs. Springer's grandmother, and other relatives and friends. Mrs. Springer is the daughter of Dave Lenox, formerly of Roseburg and now of Klamath Falls. Mr. Springer is a civil engineer.

Former Resident in City—

Rev. Leroy Walker, a former resident of this city, and Mrs. Walker, of St. Helena, visited here with the former's uncle, Paul Walker, the first of the week. With Mr. and Mrs. Clarence Church of Myrtle Point and W. B. Walker, brother of Rev. Walker, of Pomona, California, they will enjoy a camping trip at the coast for a week or so.

Cars Collide—

The cars of C. E. Richardson of this city and Mrs. Ervin Rice of Oakland were in a collision at the intersection of Stephens and Oak streets at about 3 o'clock yesterday afternoon, resulting with no injuries to the occupants of either machine. Mrs. Rice was driving west on Oak street and the Roseburg man was traveling south on Stephens street. His car was turned completely about and jammed into a telephone pole. Slight damage was done the cars.

Leaving for San Francisco—

Kenneth Chilson, second class torpedoed on the S. S. destroyer Zealand, is leaving tonight for San Francisco to rejoin his vessel after a leave of absence spent visiting his parents, Mr. and Mrs. F. Chilson, in this city. He will complete his first term of enlistment on the 26th of November and will then be home for several months. He plans on re-enlisting for another 2-year term.

WILLAMETTE TAKES LIFE OF YOUTH, 12

(Associated Press Local Wire) SALEM, Ore., Aug. 22.—Edward Cramer, 12, was drowned in the Willamette river late yesterday. The lad fell off a log in a boom just south of the intersection bridge and was unable to swim to safety. The boy was the son of Mr. and Mrs. Charles Cramer, who were in Oregon City at the time of the accident. Mr. and Mrs. Cramer and their six children came here several weeks ago from Mosier, Oregon, and were camped on the Willamette.

STATUE OF PETER PAN TARRIED AND FEATHERED

LONDON, Aug. 22.—The children of London are deeply resentful over the indignity inflicted upon one of their dearest friends—the statue of Peter Pan in Kensington gardens, which during the night was tarred and feathered by unidentified vandals. The youngsters who daily gather with their nurses and school teachers about the figure of Jan's Barrie's immortal boy hero, wept upon seeing the bronze body of their friend in uncouth tar and feather garb. Scotland Yard has been called in to aid the local police in running down the tar and feather perpetrators. No serious damage was done to the statue and after a thorough cleaning no trace will be left of the outrage.

SQUAW KILLED IN FIGHT WITH MATE OVER KEY TO AUTO

(Associated Press Local Wire)

RED BLUFF, Calif., Aug. 22.—William Philpott, 38-year-old Digger Indian, was held here today as the result of the killing of his wife, who was shot to death last night in a scuffle with Philpott over the possession of his automobile key. The tragedy occurred on the ranch of Hiram Johnson, Jr., near Cottonwood. Philpott told the police he was drunk and wanted to go after more liquor, but his wife had the key to the automobile. Philpott told Sheriff Floyd Hull of Tehama county that during a scuffle over the key his wife seized a .35 caliber revolver. In a fight over the weapon he declared it was accidentally discharged. The two children told Hull that the woman never had hold of the gun. Philpott did not try to escape and was arrested and lodged in the Tehama county jail here.

DON'T MISS IT

Money saving special Saturday at the J. R. Watkins dealer. Ask about it now: 120 W. Lane St., phone 177.

STORMS HINDER SEARCH FOR LOST ROCKFORD FLIERS

CHICAGO, Aug. 22.—Storms were sweeping the waters of Lake Michigan today, halting the efforts of those seeking some trace of the missing Rockford-Stockholm fliers, Bert Hassel and Parker Crater.

The Hudson Bay company advised the Rockford, Ill., chamber of commerce, sponsor of the flight, that it would broadcast an appeal to its thousands of trappers, scattered through the north, to aid in the search.

Wireless operators of the Burgess Battery company station at Madison, who have been listening for word from the plane since it left Cochrane, Ont., Saturday noon on the hop to Mt. Evans, Greenland, abandoned their vigil last night. It was felt that the possibility of direct communication from the plane's radio set now is most remote, even if the two fliers are alive.

Mrs. Hassel, staying with her three children at the home of relatives, has refused to abandon hope for her husband's safety.

Try Weedex for killing weeds in drive ways, walks, etc. It is sold at Wharton Bros.

12 ACCUSE DOF CONSPIRACY TO MURDER CALLES

(Continued from page 1.)

should become one of the "martyrs." In a signed statement Chief of Police Antonio Rios Zertuche said that Enriquez and others among those under arrest made confessions. Enriquez, he declared, told of Mother Concepcion showing him pictures of young men executed for religious activities and expressing her determination to organize another group of "martyrs." The police statement says she told him the pope would canonize all those who died in behalf of the church. Not believing himself a saint, Enriquez, the statement says, declined to join the group.

Poison Said Furnished

The police statement says the plotters met at the home of Mother Concepcion. Senorita Maria Elena Munoz, now under arrest, is accused of having accepted a mission to go to Celaya, induce Oregon and Calles to dance with her and, while dancing, trick them with a poisoned pin. Mother Concepcion is charged with having furnished a bottle of poison for the purpose.

Jose Leon Toral, Obregon's assassin, and Manuel Trejo, who is alleged to have furnished Toral with the pistol that he used in slaying the president-elect, are declared to have been members of the "martyrs" group.

A Hillebrand chisel cultivator will tear up a stubble field, to any depth that you want it. See one at Wharton Bros.

OLALLA RANCHER DIES LAST EVENING

Stephen A. Douglas Winningham passed away yesterday evening at his farm home near Olalla at the age of 67 years. He was born in Oregon on February 14, 1861, and for the past 45 years has lived on his farm. His wife passed away several years ago. He is survived by several nephews and nieces. Funeral services will be held at the Tammie cemetery Thursday, Aug. 23. Arrangements are in charge of H. C. Stearns of the Douglas Funeral Home.

COUPLE ESCAPES WHEN HOME BURNS

(Associated Press Local Wire) PORTLAND, Ore., Aug. 22.—Asleep when flames swept their home in Parkrose early today, Mr. and Mrs. John Bosnjak narrowly escaped death in the flames.

Sets Big Fires



Willie Fisher, 18, of Oakland, Cal., has confessed to starting fires causing more than \$4,000,000 in losses. Included in these was the Hotel Rafael, at San Rafael, in which the guests narrowly escaped. He's held for observation.

Stupefied by the smoke, the two were barely able to stagger to safety before they collapsed.

Mrs. Bosnjak, hysterically recalled a cherished possession in the blazing home, re-entered the building and was injured when she crashed against a door in the dark. She suffered severe bruises, and while not badly burned, lost most of her hair.

The fire was believed to have started from a defective furnace. The house was destroyed at a loss in excess of \$3500, but firemen saved the garage.

REHEARING SOUGHT FOR J. V. BURK IN KENTON BANK CASE

SALEM, Ore., Aug. 22.—Two petitions for rehearing have been filed in the supreme court in behalf of J. V. Burk, who was convicted of conspiracy to defraud the Bank of Kenton in Portland and sentenced to serve seven years in the state penitentiary and pay a fine of \$5000. The supreme court recently affirmed the conviction in the lower court. One petition has been filed by A. D. Leedy, Portland attorney, evidently employed since the supreme court decision, and the other by Sheppard, Philpott and Kallstrom, the attorneys who originally defended him. Judge Martin L. Pipes of Portland also has been enlisted in his behalf.

Elberta peaches, fine and ripe at right prices. At the Lathrop Peach Orchard, Myrtle Creek.

THE VALUE OF A NAME

Everybody knows the value of a good name to an individual, but not many stop to think of the enormous value of a trade mark. It has been only a few years since Larget & Myers Tobacco company began to advertise Chesterfield cigarettes; but from the very beginning the brand has grown—year after year, month after month—until the sales have reached an enormous volume and the name Chesterfield is worth millions and millions of dollars and is known in every nook and corner of the country. Everybody knows "They Satisfy."

DAILY WEATHER REPORT

U. S. Weather Bureau Office, Roseburg, Oregon. Data reported by E. H. Fletcher, Meteorologist in charge.

Barometric pressure (reduced to sea level) 5 a. m. 30.18
Relative humidity 5 p. m. 50-18
Precip. in inches and hundredths: Highest temperature yesterday 46
Lowest temperature last night 45
Average temperature for the day 58
Normal temperature for this day 68
Precipitation, last 24 hours 0
Total precip. since last month 34
Normal precip. for this month 34
Total precip. from Sept. 1, 1927, to date 27.72
Average precip. from Sept. 1, 1927, 1.77
Total deficiency since Sept. 1, 1927 6.19
Average seasonal precip. Sept. 1 to May, inclusive 21.31
Forecast for southwest Oregon: Fair and warmer tonight and Thursday.

TURKEY GROWERS ASK RAILROAD FOR LOADING RULING

Representative turkey growers from all parts of the county met at the Unquapa hotel Indian room this afternoon for a discussion of the matter of loading in transit. The turkey producers are making an effort to secure the privilege of having a car moved from one loading point to another in order to eliminate the load, and is appealing to the railroad company for that authority. C. D. Laferty, industrial agent, was present to represent the company and listened to the arguments presented by the producers.

AUGUST CLEARANCE SALE

Clean up of Odds and Ends to make space for Fall Merchandise

1 Lot of Wash Blouses at \$1.00 each	One Lot of House Frocks in Prints and Voiles to Clean up \$1.50
1 Lot of Fabric Gloves in all shades 75c	All Sweaters 25% OFF Regular Price

Marksbury Store

CRAZED CHINAMAN KILLS NINE OTHERS AND WOUNDS SIX

(Associated Press Local Wire)

FAIRFIELD, Cal., Aug. 22.—Nine Chinese were slain and six seriously wounded when Loy Young, a cook, ran amuck on the Wong Gee ranch, five miles from here, today.

Using a rifle and a hatchet he killed Wong Gee, his wife and three small children. Four others including Wong Huen, brother of the ranch owner, fell dead under the rancher's weapons and six others, ranch workmen, were wounded.

Loy Young then fled in an automobile owned by one of his victims. Sheriff J. R. Thornton and a posse guarded the highway between here and Sacramento. The maniac was believed to have fled in the direction of Sacramento.

CUTLERY SPECIALS

We have just received large assortment of paring knives, butcher knives, slicing knives, etc. Come in regular or colored handles. Stainless steel. A real quality knife at a low cost. See them at Carr's. These are also put up in gift sets.

SAN BERNARDINO FOREST FIRE ON WIDER RAMPAGE

SAN BERNARDINO, Cal., Aug. 22.—A surge of flames crashing like a tidal wave over the crest of the San Bernardino mountains fanned the four-day brush fire back of here into the worst fire forestry officials have ever had to fight in these mountains. Cracking down through Holcomb canyon, to the north slope, the flames have created a menace not only to San Bernardino's watershed but placed in danger the summer resorts of Lake Arrowhead district to the east.

On the south slope during the past four days the fire fighters have been backed by a 300-foot fire trail protecting Devil canyon, the main watershed of the city. The flames have been raging in Cable canyon, just east of Devil canyon. In roaring to the crest and over to Holcomb canyon which extends to the desert, the fire has entered the slope of the range which is unprotected by firebreaks.

Forestry officials are concentrating efforts of the 350 fire fighters to stop the flames before they reach Sawpit canyon, one mile east of Holcomb canyon. It is feared that should the flames get into Sawpit they will eat their way back over the crest, around the south slope, firebreak and devastate Devil canyon.

Thirteen thousand acres were burned over up to this morning and more than \$10,000 has been spent by the federal forest service alone in combating the flames.

CURTAIN GOODS

Popular priced materials in new patterns at Carr's. Nets, marquisettes, rayon, damask, etc. Plain and colors in dots, edges, and mixes. See the new line of curtaining at Carr's.

ANACONDA COPPER PURCHASES CLARK MONTANA ESTATE

BUTTE, Mont., Aug. 22.—The Standard this morning says the sale of the properties of the Clark estate in Montana to the Anaconda Copper Mining company was consummated last night with the signing of final papers covering the transfer. The consideration was not announced. Physical possession of the properties was to be turned over today.



The flavor of Hills Bros Coffee

is as distinctive as the grandeur of the West. Controlled Roasting—Hills Bros.' patented, continuous process that roasts only a few pounds at a time is the reason for this rare flavor. No other method can roast every coffee berry so evenly and produce such matchless, uniform flavor.

HILLS BROS COFFEE



No More Gas In Stomach and Bowels

If you wish to be permanently relieved of gas in stomach and bowels, take Baalman's Gas Tablets, which are prepared especially for stomach gas and all bad effects resulting from gas pressure. That empty, gnawing feeling in the stomach will disappear. That anxious nervous feeling with heart palpitation will vanish. No more bloating, drowsiness after eating, heartburn or other distress due to gas. Get the genuine BAALMAN'S GAS TABLETS at any good drug store. Price \$1. Always on hand at

SILVERWARE 15c

Solid nickel silver with genuine silver plate. Can never rust. 10-year guarantee. Knives, forks, spoons, salad forks, sugar spoons, butter knives, etc. Each 15c. Large pieces, as pie servers, berry spoons, ladles, etc. are 25c. Special prices by the set. See these wonder values at Carr's.

LAST TIME TODAY



Don't let anything stop you from seeing

Gene Stratton Porter's Great Story

"FRECKLES"

—A story read by ten million readers—is now a mighty picture.

—A drama of the big timber country you will never forget.

TOMORROW

ONE DAY ONLY

"Pay As You Enter"

with LOUISE FAZENDA CLYDE COOK

USUAL ADMISSION

ANTLERS