

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.

She Is a He



His parents raised Earl Steed, 14, to be a female impersonator, and his hair was five feet long. Recently he fled from his parents' auto camp near Los Angeles. Police believe the lad wants to look, dress and act like a regular boy.

PONY EXPECTED TO GO HOME ALONE, 1800 MILES AWAY

(Associated Press Special Wire) DULUTH, Minn., Aug. 22.—Molly, five-year-old cow pony, was to be turned loose in Duluth today to find her way home to Gallup, N. M., 1800 miles away. Molly belongs to Boyd Jones, 14-year-old "pony express" rider from Gallup, who arrived at the Brule last week to deliver to President Coolidge an invitation to attend Indian ceremonies at Gallup.

Boyd spent nearly three weeks on the ride to the Brule. He intends to return home by a more modern method, motoring with his father. To ship Molly back would cost \$160, much more than he can afford. So Molly will have to shift for herself.

Around the neck of his pony, Boyd fastened a bell, to attract attention to her. In a pouch also strapped around her neck were placed written requests that she be helped along the way.

The youthful little cowboy, clad in a red silk shirt and leather chaps, has every confidence in Molly. "She'll get back," he draws. "She's got a colt down home, you know. If she doesn't return I'll go out and find her."

FOR COUNTY JUDGE

As democratic nominee for the office of county judge, I solicit the support of the voters of Douglas county at the general election to be held Tuesday, Nov. 6, 1928.

WALTER S. HAMILTON.

TENNESSEE CANDIDATE FOR GOVERNOR STABBED

(Associated Press Special Wire) NASHVILLE, Tenn., Aug. 22.—Ralph S. Hopkins, of Columbia, Tenn., the republican nominee for governor, was stabbed in the arm by John W. Jackson, a fellow townsman, during a meeting of the republican state executive committee to canvass votes in the August 2 primary at the state capitol today.

The stabbing took place during a heated argument over a contest brought in Mr. Hopkins' home district.

Well drilling. See W. F. Kernin, Box 856, Roseburg.

Brothers Play Christ and Judas



Two brothers—Adolf and Georg Fasnacht—play the roles of Christ and Judas in the Freiburg Passion Play, centuries old, presented at St. Joseph, Mo., by a cast from Germany. Above is Adolf as Christ; below, Georg as Judas. Their ancestors have taken part in the Passion Play for generations.

SHELL 400

The "DRY" GAS

Drip Drip Drip "wet" gasoline into your oil!

You choke your motor to start it—shoot in a mixture with heavy wet particles of gasoline that don't burn cleanly. Where do those wet particles go?

Down the cylinder walls, to thin your oil!

Thrust open the throttle for a quick getaway. What happens to the overload of fuel?

Forced past the piston rings, much of it, into the crankcase!

And in a thousand miles of driving half your oil is likely gasoline. Gasoline you bought for power, for

mileage—wasted. The lubricant body of your oil gone; for hundreds of miles back it has been seriously damaged by dilution with "wet" gasoline.

But there is a way to prevent oil thinning. Not by more careful driving;

you can't change traffic conditions or "nurse" your car at the expense of driving pleasure. But you can avoid using "wet" gasoline.

Shell 400 is a gasoline from which exact refining has eliminated the heavy wet fractions. It goes completely vaporized, a "dry" gas, into your motor. It burns completely, cleanly.

Going into use and not into your oil, Shell 400 has a real claim to more mileage, greater power. Yet it costs you no more.

Select a convenient yellow and red Shell pump. Buy Shell 400 the next few times and you'll never go back to "wet" gasoline.

You can tell Shell 400 in the starting. Pull your choke out only half way. Push it back in a few seconds after the motor starts. Shell 400 requires less choke than "wet" gas, but can stand more without causing thinning.

Shell Motor Oil, a new lubricant that forms less carbon, soft carbon is the ideal running mate for Shell 400. Don't offset the good effects of Shell 400 by using an oil less fine than improved Shell Motor Oil

CLUB MEMBERSHIP CARD GOOD FOR SPEED LAW BAIL

(Associated Press Special Wire) SALEM, Ore., Aug. 22.—Automobile associations incorporated under the laws of other states as well as those incorporated under the Oregon laws may, under an amendment to the Oregon motor vehicle law, make deposits with the Oregon state treasurer and give their members the privilege in this state of using their membership cards in lieu of bail for violation of traffic laws.

This is the interpretation placed on the law in an opinion today from the attorney general's office in reply to an inquiry by Secretary of State Koser relative to the rights of the Union Auto club of Los Angeles.

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.

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

OREGON WEEKLY INDUSTRIAL REVIEW

Burns—Local dairymen bring three carloads Jersey cows from Benton county.

Crane sheepmen have shipped 1,000,000 pounds wool this year.

Dayton—Vamhill Electric Co. plans new rural line to Wheatland.

Turner—Flax mill sold to A. F. Bradley, who will operate it.

Salem high school auditorium being enlarged.

Portland—Seattle firm will start \$250,000 logging and rail equipment plant.

Albina—Steel arrives for building three government light ships.

Seaside—Work will be resumed on Danneberg business block.

Lebanon—Burned cannery factory will be rebuilt and fruit contracts met.

Klamath Falls—Klamath Timber Products will build big cash and door plant.

Portland has two big steamer lines giving regular service to Argentina.

Portland—Texas Co. will build \$20,000 dock, part of \$1,000,000 oil plant.

Sutherlin—Option taken on 560-acre quicksilver tract, for \$29,000 reduction plant.

Oregon's 1927 tax levy for all purposes was \$17,975,377.

created, 2,500,000 gallons a day. U. S. Bureau buys North Powder News and Haines Record.

Albany—New \$100,000 Landfill college main building wed under way.

Klamath Falls—Main street to be widened, from Eighth to Tenth streets.

Klamath county expects to ship about 900 cars potatoes this fall.

Interstate Telephone & Telegraph Co. Ashland-Klamath Falls line will cost \$30,000.

Sutherlin—Hotel Sutherlin being improved by new owner.

Wallace—Bomanticks sawmill repairs with 40 more employees.

Independence—Construction begins on new Montgomery business block.

Corvallis—Two oiling crews will work on highways from here to Oiler Rock.

Klamath Falls—Modern cheese factory proposed here.

Merrill—Money being raised for school on West Side Tule Lake district.

Maple—State asks for bids on big Deschutes river bridge.

Grants Pass—C. A. Winetront buys site for \$40,000 garage.

Klamath Falls—First lamb and beef shipments for 1928 are starting here.

Klamath Falls—Excavation completed for \$65,000 Murray building.

Klamath Falls—Contractors work on Modoc railroad project.

Heppner—Ellis Furniture Co. building being moved to new site.

Heppner—Work starts this fall on new Annie Fiddle Creek forest road.

Coquille—Ordinance calls for vote on \$5,000 bonds for Henry street bridge.

Portland—Work begins on \$160,000 dial central building for Pacific Telephone & Telegraph Co.

Malheur county improving 50 miles of roads this year.

Vale—Reiner building remodeled for Idaho Power Co. office.

State highway department has 20 big bridges under way.

Scottsburg—New steel highway bridge 632 feet long, will cost \$97,120.

Springfield—\$127,300 Williams bridge nearly completed.

John Day—Grant County Bank opens new bank house, with \$600,000 deposits.

Roseburg building permits since January 1 have reached \$35,880.

Salem will build South Liberty street bridge, for about \$85,000.

Wilbur—Kohlhagen ranch, 757 acres, sells for \$23,000.

La Grande—Ground broken for Eastern Oregon Normal School main building.

Elkins—Grain yields are reported well above early estimates.

Sutherlin—Leeper Dome Oil well drilling two shifts.

More—Wheat warehouses filled, with crop only partially harvested.

Oregon has smallest infant death rate in U. S., only 52.5 per 1000.

Astoria—Outbound cargoes for July reached 84,289 tons, worth \$55,640.

Portland—Southern Pacific starts new train on Marshfield run.

Dredge Michle has opened Yaquina bar to low tide depth of 20 feet.

Medford—Greater Medford club women will build new clubhouse.

Astoria has received nearly 100 carloads of 1928 wheat.

Portland—Southern Pacific starts new train on Marshfield run.

*"Chesterfield?
—blow some my way!"*



Mild enough for anybody
... and yet they Satisfy*

*SMOKERS want a mild cigarette, but not one that tastes flat. What they do want is mildness with taste. They want a cigarette that will satisfy. Chesterfield cigarettes are blended and

cross-blended from mild, pure, fragrant tobaccos in such a way as to give you mildness without the loss of taste. While mild enough for anybody, Chesterfields s-a-t-i-s-f-y!

Ligarettes Ltd. London