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.

THE "WEAKER" SEX

Little Jones (who had just finished a book about the wonders of nature): Nature is marvelous. When I read a book like this, it makes me realize how puerile, how insignificant is man.

His Bigger Half: Huh! A woman doesn't have to wade through 400 pags to discover that—Passing Show.

THE STORY HOUR

"So Givvins is lazy!"

"Yeah, he's so lazy he'd rather listen to a bedtime story than turn the dial."—Life.

LODGE DIRECTORY

Roseburg Rebekah Lodge, No. 41 I. O. O. F.—Meets in Odd Fellows Temple every week on Tuesday evening. Visiting members in good standing are cordially invited to attend.
EVELYN HOOVER, N. G.
GERTRUDE HATFIELD, R. S

Pythian Sisters, Umpqua Temple No. 4.—Meets the second and fourth Monday evenings of each mouth at the K. of P. hall. Visitors always welcome.
LENA YOUNG, M. E. C.
EVA MARKS, M. of R. C.
MAY E. PARKER, M. of F

Laurel Chapter, No. 31, R. A. M.—Meets every third Tuesday of each month in Masonic Temple. All members requested to attend and visiting companions welcome.
L. M. LEHRBACH, High Priest
W. F. HARRIS, Sec.

O. E. S., Roseburg Chapter, No. 5—Holds their regular meeting on the first and third Thursdays in each month. All sojourning brothers and sisters are respectfully invited to attend.
ETHEL L. WEBB, W. M.
FREE JOHNSON, Sec.

W. B. A. O. T. W., Roseburg Review No. 11.—Holds regular meetings on second and fourth Thursdays at 7:30 p. m. Visiting sisters invited to attend reviews. Maccabee Hall, Pine and Cass streets.
MRS. MARY WILCOX.
JESSIE RAPP, Col.

Knights of Pythias, Alpha Lodge No. 47—Meets every Wednesday in Knights of Pythias hall, 134 Rose street. Visitors always welcome.
C. W. HORNER, C. C.
ROY O. YOUNG, M. F.
GEO. R. WARE, K. R. S.

U. S. W. V., George Starmer Camp No. 19—Meets jointly with auxiliary second and fourth Thursdays at Roseburg armory, 8 p. m. All comrades and sisters invited.
T. J. BORDEAUX, Camp Adjt.
MRS. S. W. STARMER, Aux. Pres.

B. P. O. Elks, Roseburg Lodge No. 326—Holds regular communication at the Elks Temple on each second and fourth Thursdays of each month. All members requested to attend regularly, and all visiting brothers are cordially invited to attend.
WALTER S. FISHER, E. R.
DOUGLAS WAITE, Sec.

A. F. & A. M., Laurel Lodge No. 13—Regular communication second and fourth Wednesdays each month at Masonic Temple, Roseburg, Ore. Visitors welcome.
F. A. COOK, W. M.
W. F. HARRIS, Sec.

I. O. O. F., Philetarian Lodge No. 8.—Meets in Odd Fellows Temple every Friday evening. Visiting brethren are always welcome.
J. E. DENT, N. G.
A. J. GEDDES, Rec. Sec.
J. B. BAILEY, Fin. Sec.

Neighbors of Woodcraft, Lilas Circle, No. 49.—Meets on first and third Monday evenings, in K. of P. Hall. Visiting Neighbors invited to attend.
ELSIE WILLIAMS, G. N.
MARGARET WHITNEY, Clerk

Eagles, Roseburg Aerie—Meets in Maccabee Hall on Cass street on second and fourth Wednesday evenings of each month, at 8 o'clock. Visiting brethren in good standing always welcome.
GEORGE FREW, Jr. W. Pres.
J. B BAILEY, Jr. P. W. Pres.
B. F. GOODMAN, Sec.

Union Encampment No. 9, I .O. O F.—Meets in Odd Fellows Temple on 2nd and 4th Wednesdays of each month. Visiting Patriarchs always welcome.
S. M. KELLEY, C. P.
C. F. CRAMER, H. P.
CARL W. OHMAN, Scribe.

Roseburg Lodge No. 1037, L. O. O M.—Meets first and third Wednesdays of the month, Moose Hall, 348 N. Jackson street. Visiting brothers welcome.
GEO. P. GILHAM, Dict.
H. O. PARGETER, Sec.
JNO. M. THRONE, Treas.

Woodmen of the World, Camp No 125—Meets in the Odd Fellows Hall in Roseburg every first and third Monday evenings. Visiting neighbors always welcome.
M. M. MILLER, Clerk.

DE MOLAY CHAPTER
Regular communication 2nd and 4th Thursdays Masonic Hall.

W. O. M. L.—Meets in Moose hall second and fourth Fridays at 8 o'clock. Visitors welcome.
CONSTANCE BLACK, S. R.
JESSIE CALHOUN, Rec.
VIVIAN PHILLIPS, Treas.

Job's Daughters No. 8.—Meets first and third Fridays at 7:30 p. m. Masonic Temple. Master Masons and O. E. S. members always welcome.
MAXINE STEARNS, Sec.

K. O. T. M.—Meets each second and fourth Thursday of each month in Maccabee hall, corner Cass and Pine streets. Visiting Knights always welcome.
L. G. GOODMAN, Com.
W. A. RAPP, R. K.

LOCAL NEWS

Spent Afternoon—
Mrs. Charles Criteser of Melrose spent Saturday afternoon in this city visiting with friends and trading.

Miss Hunt In—
Miss Laura Hunt of Sutherlin spent the afternoon here Saturday visiting with friends and shopping.

From Southern Douglas—
J. Jaquins, resident of Myrtle Creek, was in Roseburg on Saturday visiting and attending to business affairs.

Snyders Visit—
Mr. and Mrs. A. N. Snyder of Wilbur spent several hours Saturday visiting and shopping in this city.

Blood Family Visits—
Mr. and Mrs. H. E. Blood were here from South Deer Creek visiting with friends and trading on Saturday afternoon.

Mr. Medley Visitor—
Jim Medley was here from his home at Oakland on Saturday for a few hours looking after business affairs and visiting.

Spent Afternoon—
Mr. and Mrs. Tad Jones, residents near Oakland, spent Saturday afternoon in this city visiting with friends and shopping.

Home From University—
Frank Long, who is a student at the University of Oregon, spent the week-end home with his father, Attorney J. T. Long.

Here From Tenmile—
Mrs. W. O. Watson of Tenmile was in this city Saturday afternoon visiting with friends and attending to business affairs.

LaBries Visit—
Mr. and Mrs. E. E. LaBrie were here for several hours on Saturday from their home in Garden Valley trading and meeting friends.

Here Saturday—
Mr. and Mrs. J. S. Inscho and family of Dixonville spent the afternoon in this city Saturday shopping and visiting with friends.

Myrtle Creek Visitors—
Mr. and Mrs. J. J. Michaels of Myrtle Creek were here Saturday, spending the day visiting friends and attending to business affairs.

Miss Brown In—
Miss Bessie Brown of Camas Valley was in this city on Saturday afternoon visiting with friends and attending to business affairs.

Spent Week-End in Eugene—
Miss Cleone Inscho and Miss Violet Inscho of Dixonville spent the week-end in Eugene visiting with friends, returning home Sunday evening.

Here From Fair Oaks—
Mr. and Mrs. John Abeene and son, Glenn, were here from Fair Oaks on Saturday afternoon greeting friends and attending to business matters.

Sinclairs Visit—
Mr. and Mrs. John Sinclair, formerly of Garden Valley and who have been residing at Toledo, Oregon, for nearly a year, are visiting relatives and friends here.

Visitor Here Saturday—
Mrs. J. L. Joelson of Umpqua was in town Saturday visiting and shopping. Mrs. Joelson just a few days ago arrived from Chicago, where she has been since her marriage.

Mrs. Davis Here—
Mrs. Orval Davis (Lelia McComas) formerly of this city, has arrived here from La Grande for a visit with her mother, Mrs. A. McComas of the Ladies Novelty Exchange, and other relatives for a month. Mr. Davis is employed as clerk at the new La Grande hotel opened by W. O. Clinger, former Roseburg hotel man.

ALL YOUNGSTERS NEED CEREALS

Sugar as a flavor makes these healthful foods enjoyable

Growing bones and teeth require the health-giving minerals and vitamins that are freely found in grain cereals and breakfast foods. Grains are nature's foods and they supply elements necessary to growth and nutrition. They are excellent in connection with milk, but is it sometimes hard to get children to eat them?

A judicious and reasonable amount of sugar added to these foods will work wonders in making them palatable, tasteful and enjoyable. No ingredient adds so much to the taste appeal of other foods. Sugar adds to the enjoyment of all kinds of fresh fruits and vegetables, so valuable in the diet of growing children. Use sugar as a condiment in making healthful foods acceptable to the palate. Sweetness, as the perfect flavor in foods, stimulates the flow of saliva and of gastric juice, thereby aiding digestion, as well as enjoyment.

Medical authorities warn parents to guard the nutrition of their children. See that your children eat regularly of varied, nutritious foods—thereby being safeguarded against such diseases as tuberculosis. Far better that your child be slightly overweight for its height and age than a single pound underweight. Sound nutrition is absolutely necessary to health and proper development. The Sugar Institute.

Over From Coast—
Don Sparlin of Bandon was a visitor in Roseburg over Sunday.

Here From Eugene—
E. T. Thompson, Eugenean, was in Roseburg over Sunday attending to business affairs.

From Olalla—
Mrs. A. Denn of Olalla was here Saturday afternoon shopping and attending to business affairs.

Mr. Chenoweth Visitor—
Jack Chenoweth, Oakland resident, spent several hours Saturday visiting friends and trading.

Here From Reedsport—
C. H. West and C. A. Hoag of Reedsport were in Roseburg over Sunday visiting and on business.

Canyonville Family Visits—
P. C. Swarts and family were here from Canyonville on Sunday attending to business matters and greeting friends.

Camas Visitor—
August Geiler, resident of Camas Valley, was in this city Saturday visiting and looking after business affairs.

Here From Melrose—
Mrs. F. C. Dunn of Melrose was in this city Caturday afternoon visiting with friends and attending to business affairs.

Melrose Visitor—
Henry Anderson, Melrose rancher, was a Roseburg visitor on Saturday and was looking after business affairs and trading.

Ed Hinkle Home—
Ed Hinkle, who has been in Portland, is home to take his place on the board of Woodrow precinct and to vote on election day.

Here From Myrtle Creek—
H. W. Jones of Myrtle Creek was in Roseburg over the week-end visiting friends and attending to business affairs.

W. C. T. U. Meet Wed.—
The Roseburg W. C. T. U. will meet in the Woman's Club parlors on Wednesday of this week at 2:30 p. m. There wil be reports of the state convention.

Leaves For Roseburg—
Mrs. David Boyd of Englewood left today for Roseburg where she will spend a week visiting her sister, Nell Woody. — Marshfield Times.

From Roberts Creek—
Mr. and Mrs. J. E. Eckstrom were in Roseburg from Roberts Creek Saturday afternoon trading and ooking after matters of business.

Daughter Born in Eugene—
Mr. and Mrs. Jerry Nelson (Neva Church) of Eugene are the parents of a baby girl born in that city yesterday, according to word received here by Mrs. Nelson's parents, Mr. and Mrs. H. B. Church.

Fished at Scottsburg—
Due to lack of heavy rain the salmon are not running at Scottsburg yet, report Southern Pacific Agent J. E. Clark and Mrs. Clark who returned from there Sunday evening after spending the day fishing.

Boy Breaks Arm—
The young son of Mr. and Mrs. Ralph Richter of Camas Valley received a broken bone above the left wrist when he fell while at play recently. Mr. and Mrs. Richter accompanied the boy here Saturday and he received medical attention at a local physician's office.

J. V. Casey In Reno—
The News-Review was today in receipt of a letter from J. V. Casey well known Roseburg resident, who is doing some globe-trotting. He asks that the News-Review be forwarded to him there as he missed news of the "old home town." He visited with Scott Weaver, who is engaged in the hotel business in that city.

"Nippy" Clinger Improving—
"Nippy" Venette Clinger, former Roseburg youth, is slowly improving, having gained a little in weight and strength the past few months, according to his mother, Mrs. W. O. Clinger, who is a visitor here from LaGrande. Her son was injured more than a year ago when he fell into a swimming tank from rings. Since that time he has undergone one operation in an effort to improve his condition.

Back From Trip—
Mr. and Mrs. D. E. Carr and Mr. and Mrs. Charles V. Stanton, who have been spending the past ten days visiting at San Francisco and other California points, returned last night to their homes in this city. While in San Francisco Mr. Carr completed lines of holiday goods to be handled in the three variety stores which he operates at Roseburg, Bandon and Marshfield.

Dr. Moon Now Preaching—
Dr. R. A. Moon, formerly located in this city, where he was engaged in the practice of electric therapy, is now pastor of the Christian church at Gridley, California, near Marysville. Dr. Moon was engaged in the ministry for several years before being forced to retire because of his health. He moved from Roseburg to Marysville several months ago and again set up his office. His health was greatly improved so that he was able to assist the Gridley church several times when their pastor was absent, so that when the pastorate was vacated a few weeks ago the church gave him a call to become its pastor. He has retired from practice and is now located permanently at Gridley.

Pruning tools of all kinds are sold at Wharton Bros.

Mrs. Hufham Ill—
Mrs. Ed Hufham is reported ill at her home on East Douglas street.

Grass Seed at Wharton Bros.

Relative Visits O'Briens—
Mr. and Mrs. Cincent O'Brien entertained at their home over the week-end R. J. West of Portland.

Jack Harding Ill—
J. A. Harding, managing owner of the Umpqua hotel, is reported ill today with an attack of influenza.

Laeves for Portland—
Russell Pyron, who has been employed at Brand's stand, a short distance north of this city, left today for Portland on a visit.

Mrs. J. Ritter at Hospital—
Mrs. John Ritter, who has been at Mercy hospital, yesterday underwent an emergency operation and this morning is reported as doing nicely.

Cousin Visits—
Henry West returned this afternoon to his home at Reedsport after spending the week-end here with his cousin, Birney R. West, local barber.

Leave For Medford—
After spending the past week in this city as a guest at the home of their aunt, Mrs. Myrtle Jennings, Lee and LaForrest Reed of Burns, Oregon, left today for Medford to visit with other relatives before their return home.

Gone to Myrtle Point—
Mr. and Mrs. N. W. Perkins went to Myrtle Point today to pack their household effects which they will move to Roseburg where they expect to reside permanently. Mr. Perkins, who was formerly a member of Perkins-Adams, airplane dealers, is now owner of the Roseburg Cleaners. Mr. and Mrs. Perkins will be accompanied here by their daughter.

Harrows made for horse or tractor use are sold at Wharton Bros.

NEWS BRIEFS

(Associated Press Leased Wire)

PEEKSKILL, N. Y., Nov. 5.—Herman Tompkins is convinced he's no match for a deer. He wounded one on a hunting trip, dropped his shotgun and tackled it barehanded. Now he's all tied up in bandages. The deer stayed to wrestle a minute, tested its horns on the hunter's hide, then ducked into the woods.

LONDON, Nov. 5.—Lieut. Darcy has traveled faster than any human being ever traveled before, but not fast enough to set a record. His plane flew at the rate of 319.57 miles an hour. The speed is not officially recognized as a record because it was not five miles an hour better than the existing mark.

Lawn seed at Wharton Bros.

VOTE 52 X

Roy Agee

For County Clerk

Your vote will be appreciated and, if elected, I will not forget that it was your vote that helped elect me and service will be rendered in all cases as to an employer.

TODAY
Dolores Del Rio
in
"No Other Woman"
ADMISSION 10c-35c

TOMORROW
Chester Conklin
in
The Big Noise
Here is the chance to get the low-down on this political stuff. AND HOW!
Special Matinee Tuesday at 2:15

LIBERTY

J. H. AUSTIN
of Reedsport, Oregon
DEMOCRATIC CANDIDATE FOR
District Attorney of Douglas County
Election November 6, 1928
Your Vote Will Be Appreciated
The only candidate for a county office outside of Roseburg or near vicinity.

POPE TO DEFINE ATTITUDE TOWARD TEMPORAL POWER

(Associated Press Leased Wire)

ROME, Nov. 5.—The Giornale D'Italia asserts that the pope will issue an important encyclical next month, setting forth the Holy See's position regarding its relations with governments, and "the Christian constitution of the states."

Commenting on the enclclical, the paper says:

"It will probably not be a polemical document, although of a doctrinal character, for which copious amounts of material have already been compiled.

"In the choice of this material two eminent scholars, one a Jesuit and one a Dominican, have collaborated."

The newspaper adds that the text o fsuch documents is written personally by Pius XI with the assistance of his secretary.

In circles well-informed as to what is going on in the Vatican, it is thought that this may be the long predicted encyclical on nationalism, aimed particularly at the Monarchist L'Action Francaise party in France.

ITEMS OF INTEREST

Balsa is the lightest wood known, weighing only seven pounds per cubic foot. Oak weighs 50 pounds per cubic foot.

All the blood in your body has to go through your lungs 2000 times each day.

Electricity today is estimated to be 50 per cent below pre-war levels when figured on a cost-of-living basis.

A beam of light shoots through space at a speed of 196,000 miles a second, or eight minutes in making the trip from the sun to the earth.

The silence in the Rocky mountains is so great that the flapping of partridge wings may be heard for several miles.

The longest railway run is from Riga to Vladivostok, 6806 miles.

A nozzle containing a chamber for soap has been invented for washing autos. The hose is attached to the nozzle and the water applied in the usual way.

The porpoise, usually considered a stupid creature, is now said to have a much larger brain than a man.

Camels and pigs are said to be the only animals that cannot swim.

The wettest day recorded happened on June 14, 1911, at Baguino, Philippines, when 46 inches of rain fell.

The heaviest wood known is iron wood. It weighs 81 pounds per square foot and sinks in water.

A freight train weighs more going from Chicago to New York than when going the other way.

Schoolgirls in Budapest must wear a uniform consisting of a long blue dress covering the knees, with a blouse fastening up to the neck.

The climbing perch has become so adapted to life on land that it is drowned if put in water.

High above the earth the air becomes so thin that sound waves cannot travel.

Never give children sweets just before going to bed. In the eight or nine hours in which nothing else is eaten, fermentation in the crevises of the teeth starts, with consequent decay.

The strongest part of the body is the heart; then come the jaw and the thumbs; the weakest bone is the collar bone.

One-third of the Indian empire consists of 708 states of various size and character, governed by Indian rulers.

Apples growing on neighboring trees were baked by the intense heat of the flames during a sawmill fire at Durley, South Hants, England.

USED CARS
That Will Give You the Best and Cheapest Transportation
See Us First If You Want to Save $25.00 on the Used Car You Buy.

1924 Ford touring, a splendid car for the model $80
1921 Ford touring, motor just overhauled and good tires $40
1924 Ford roadster, with box on back—four new tires and in good condition $80
1924 Ford with pickup box, a good car for the farm $70
1923 Ford coupe with balloon tires and runs like a top $100
1926 Ford coupe, new tires, a nice looking car and very good $250
1926 Ford coupe, motor just overhauled, good tires and looks good $250
1925 Star touring, good tires, upholstering like new, a good little car for $150
1925 Essex coach, three new tires, motor has new rings, valves ground and bearings taken up. It is a real buy $350
1927 Ford roadster, it looks like new and runs just as good $250
1926 Fordor sedan, has been well cared for and will give many thousand miles of cheap transportation $325

EASY TERMS
C. A. Lockwood Motor Co.

FOR 3 DAYS STARTS TOMORROW