

# NAME ROSENBERG TO ATTEND MEET PEAR PROMOTERS

## Traffic Assn. Ratifies Plan For Advertising Campaign—Other Districts Fall In Line With Idea.

At a meeting of the Rogue River Traffic association this noon, plans for the Winter Pear Promotion and Advertising campaign launched last spring were ratified, and David H. Rosenberg, president of the Pacific Pear Growers Council, named as a local delegate to a meeting to be held in Portland tomorrow morning, when final endorsement of the plan will probably be made. Delegates from all northwest districts will be in attendance.

It was estimated that 900 cars of winter pears, grown in this district, were now signed up and that 100 more would be secured at once. This includes all the large orchards, with one or two exceptions, and many of the small growers who have not been contacted. The plan calls for an

assessment of two cents per packed box. The early season estimates held that 1500 cars of winter varieties would be shipped from this section but it is thought this total has been reduced by heat and drought.

### Others Favorable

According to Mr. Rosenberg, the Wenatchee, Yakima and Hood River districts are 80 per cent behind the advertising plan. At the Portland meeting tomorrow the pear tonnage signed up will be revealed. It is thought that slightly more than \$20,000 will be raised for eastern advertising.

A large percentage of the valley shippers have concurred in the plan, and assured President Rosenberg today they would make an effort to contact the small growers.

It is felt by the shippers and a large percentage of the growers, that the time has come for an extensive national advertising campaign to bolster up the pear markets, owing to competition and increased production, and that it would be business folly to longer delay the start.

The Izard company, advertising specialists, represented by William H. Halsey, Seattle, has agreed to modify its plans to meet present conditions.

Halsey plans to visit this section within the next ten days, and further outline plans for the coming season, which include advertising in New York and other eastern markets.

THE DALLES, Ore., Aug. 20.—(AP) The river steamer Umatilla left The Dalles at 4:10 o'clock this morning bound for Portland with 2789 bags of Balfour Guthrie and Grain Corporation wheat.

# FOREIGN LEGION TAKING HAND IN CUBAN UPRISING

## HOLGUIN, Cuba, Aug. 20.—(AP)—

A birdseye view of the battle of Gibrara indicated that the rebel forces were planning a strong counter-offensive was passed on the Associated Press today by an American college student here.

William Otis Fuller of Portland, Me., an undergraduate at Harvard, who is running a garage here for the summer, said he stood on the hill of Logu de la Trus, located between here and Gibrara, and witnessed with binoculars a part of the three-day siege of the north coast port, resulting in a tactical victory for the federalists.

Three of the government's ten airplanes were shot down, but large quantities of arms and ammunition were taken from the rebels.

According to his account, a veritable "foreign legion" of about 1,000 Americans, French, Japanese and Germans, amplified by native soldiers, landed at Gibrara Saturday morning in the German vessel Isle Volmanier, and took possession of the city with hardly a struggle.

A force of about 2,000 Cuban soldiers advanced on the town Monday

afternoon. Their artillery laid down a heavy fire, airplanes raked the town from above, and a cruiser directed a bombardment from the harbor.

The battle raged for 72 hours, with great bloodshed on both sides and military maneuvers worthy of organized warfare.

# TWO BATHERS LOST IN TOWERING WAVES

## ATLANTIC CITY, N. J., Aug. 20.—

(AP) The list of missing bathers reported to the beach life guards as having probably been lost during the unusually high tides yesterday was reduced to two today, when one returned to the home where he had been staying.

He is Homer Fry, 17, Carnegie, Pa. There seems to be no doubt that Eugene Beauarle, 17, Paterson high school athlete, drowned. During the height of the beach phenomenon he was seen struggling in the water.

# ROSEBURG MAN IS NAMED MURDERER

## ROSEBURG, Ore., Aug. 20.—(AP) Cecil Beckley, farmer, was charged

with first degree murder in two indictments returned today by a special grand jury convened August 10.

Beckley is indicted separately for

the murder of his wife, Alma Beckley, and his step-daughter, Margaret Clutter, on a farm near Glide, July 2.

Beckley was accused of shooting

his wife while she was picking berries to his father afterward saying he had shot his wife and then had shot and killed his step-daughter. He later

Beckley allegedly wrote a note found and taken to a hospital where he recovered.

For nineteen years Montgomery Ward & Co. has been selling Riverside Tires. Millions of Riverside tires are in use today. The name Riverside has *always* stood for: (1.) Highest quality. (2.) Rock bottom price. (3.) Wonderful tire performance. (4.) A fair and liberal guarantee.

But now Ward's has surpassed even its previous record. A *new* Riverside tire has been developed. Its name is the Riverside Mate

The RIVERSIDE MATE upholds all the traditions of the splendid Riverside name. It is a fine tire. It is sold therefore, under the regular Riverside guarantee of "Satisfactory service without limit as to time or mileage."

But to the motoring public the most amazing thing about the RIVERSIDE MATE is its low price. Never before in all the years of Riverside history has a genuine Riverside tire been sold at these low prices!!!

—And that, we believe, makes the RIVERSIDE MATE the greatest tire value ever offered.

So briefly, this is the story of the RIVERSIDE MATE.

1. It is the newest member of the famous Riverside line of tires which Ward's has sold continuously for 19 years.
2. It lives up to the traditions which have made the Riverside name famous—and is a fine tire both in appearance and in quality.
3. It is sold under the regular Riverside guarantee of "Satisfactory service without limit as to time or mileage."
4. It is Offered at the Lowest Price at Which a Riverside Tire Has Ever Been Sold!



FREE TIRE MOUNTING SERVICE In All Ward Stores

Size 29 x 4.40/21  
**\$4.20**  
 EACH  
 When Bought In Pairs

Here's how you save on the new RIVERSIDE MATE and the other tires sold by Ward's. (Ward's tires are made by one of the world's largest manufacturers of fine tires.)

Size	Riverside Mate		Riverside Heavy Duty (6 ply)		Ward's Trail Blazers	
	Each	Pair	Each	Pair	Each	Pair
29 x 4.40/21	\$ 4.35	\$ 8.40	\$ 7.15	\$13.90	\$ 3.85	\$ 7.50
29 x 4.50/20	4.80	9.30	7.35	14.30	4.35	8.50
30 x 4.50/21	4.85	9.40	7.48	14.50	4.45	8.75
28 x 4.75/19	5.70	11.10	8.30	16.10	5.25	10.25
29 x 5.00/19	6.00	11.70	8.90	17.30	.....	.....
31 x 5.25/21	7.35	14.40	10.25	19.90	.....	.....
32 x 6.00/20	9.85*	19.30	11.50	22.30	.....	.....
33 x 6.00/21	10.25*	19.80	11.65	22.60	.....	.....

**MONTGOMERY WARD & CO.**  
 Medford, Oregon 117 South Central Phone 28

## "TOASTING" expels SHEEP-DIP BASE naturally

(Black, biting, harsh irritant chemicals) present in every tobacco leaf

"They're out—so they can't be in!"

Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer—the finest from Turkey—the finest from Kentucky, Tennessee, Virginia, Georgia and the Carolinas—the Cream of many Crops throughout the world. But all tobacco leaves, regardless of price and kind, as nature produces them, contain harsh irritants. LUCKY STRIKE'S exclusive "TOASTING" Process—a process that mellows, that purifies, that includes the use of the modern Ultra Violet Ray—expels certain harsh irritants naturally present in every tobacco leaf. We sell these expelled irritants to manufacturers of chemical compounds, who use them as a base in making sheep-dip\*, as well as a powerful spraying solution for trees, flowers and shrubs—enough to permit the daily dipping of over 50,000 sheep or the daily spraying of many thousands of trees. Thus, you are sure these irritants, naturally present in all tobacco leaves, are not in your LUCKY STRIKE. "They're out—so they can't be in!" No wonder LUCKIES are always kind to your throat.

\*U. S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

**"It's toasted"**  
 Including the use of Ultra Violet Rays  
 Sunshine Mellows—Heat Purifies  
 Your Throat Protection—against irritation—against cough

The finest tobacco quality plus throat protection.

TUNE IN—The Battle of Music—Featuring Lucky Strike Dance Orchestra vs. Lucky Strike Summer Party Orchestra—N. B. C. networks every Tuesday, Thursday and Saturday—mail your choice to Lucky Strike, 111 5th Ave., N. Y. C.