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Roseburg, Oregon, June 23, 1920.

MOST EFFECTIVE CHANNEL.

That the newspaper is the most effective channel to bring the products of the manufacturer directly to the public was the statement of speakers from various fields of commercial activity at the session of the daily newspaper department of the convention of the Associated Advertising Clubs of the World, held recently.

The efficacy of newspaper advertising campaigns as an absolute essential to bring national advertising in periodicals to success was pointed to by speakers representing manufacturers, jobbers, retailers, the advertising agency and the newspapers.

Manufacturers were represented on the program by E. D. Gibbs, advertising director of the Goodrich Tire and Rubber company of Akron, O. The advertising agency's viewpoint was discussed by E. Lyell Gunts, vice-president of the Green-Lucas Advertising agency, Baltimore; the jobbers' standpoint by G. B. Moxley, general manager of the Kiefer-Stewart company, Indianapolis; the retailer's point of view by H. A. Baker, advertising manager of the Chamberlain, Johnson and DuBoise company, Atlanta, and the newspaper's standpoint by Frank Webb, advertising manager of the Baltimore News, and Frank T. Carroll, advertising manager of the Indianapolis News.

Mr. Gunts declared that in his experience he has found the newspapers the most effective medium of making successful campaigns on limited appropriations.

Production, distribution and advertising are the perfect triumvirate, Mr. Moxley declared in his address. He pointed out that the jobber is a necessary link in the chain of distribution and a branch of commerce that can not be eliminated.

"The newspaper is the medium that completes the sale," Mr. Baker said in his address on the daily newspaper as a national advertising medium from the retailer's standpoint.

Mr. Baker declared that national advertising in periodicals does not benefit the retailer, and that there is a great deal of national advertising placed in magazines solely to satisfy the vanity of the manufacturer who is highly gratified at seeing beautiful copy calling attention to his firm in these mediums.

"You newspaper men should get the manufacturer to see that the daily newspaper is the channel to bring his line in contact with the public," he said.

Consistent advertising on a small scale in newspapers is more effective than the campaign that opens with a full-page flash and then is permitted to drop out, Mr. Carroll declared.

"The newspaper advertising manager who permits manufacturers to use his paper merely as a club with which to whip dealers into line," he said, "is destroying one of his priceless assets. He is permitting the dealer influence of his paper to be weakened. Newspaper publishers have depreciated the value of their advertising columns in the eyes of the national advertiser by making it too easy for the national advertiser to contract for inadequate space, for an insufficient period and to cancel contracts, which, if completed, might have produced definite results. Response to newspaper advertising has been so definite and quick that national advertisers have been led to believe that the newspaper could be made a side issue and the magazine the big show."

ENGLAND'S PAPER SHORTAGE.

Throughout the world the London Times estimates that 25 per cent more newsprint paper is consumed than in 1914, with the United States as the largest consumer. "The demand for paper in the United States has gone ahead of anything ever anticipated and in England a greater quantity is being consumed than hitherto." But the definite facts cited in this English newspaper are more interesting than these generalizations. Thus far in 1920 nearly 300 British papers and periodicals have increased their price. The famous Manchester Guardian, which fixed its price at 1½ pence in January a year ago, now, inasmuch as the cost of paper has nearly doubled, goes to two pence. At one time the United States supplied England with certain quantities of paper, but none is furnished now. The United Kingdom is practically forced back on Scandinavia and Finland for supplies and these nations are "making hay while the sun shines." American investigators have been touring those lands, and they say that practically all the available forests are being tapped for timber, and that these resources are being consumed so rapidly that at the present rate of consumption they will be used up in twenty-five years. The British paper trade is at the mercy of Scandinavia, so that there seems to be no reason why present prices may not be doubled. Reduction in size of British papers will not have any effect in bringing prices down, because all the British mills are full with orders for South America, Japan, Italy, Australia and other lands. The value of waste paper is fully realized in England and nowadays provincial weeklies are offering special prices for old bank ledgers and high-class magazine paper, because of their value for repulping.

BIG CITIES.

Judging by the interest manifested by the census figures, the cities that are too big already seem just as anxious to grow as any others. It is perfectly natural for a town or small city to wish to grow. As it advances, it can supply its people with more of the advantages of living and do business on a higher scale of prosperity. But when it reaches a certain point of size, every gain it makes is offset by losses. The city of 200,000 people has very few more of the advantages and facilities of living when it reaches the 500,000 mark. If it gains anything, its population so spreads out that it is farther removed from the beauties of country life. It takes more time to get around. The population is apt to change in an undesirable way, and elements of political corruption often come in to the injury of public services and civic spirit.

Yet some persons always think that a certain credit attaches to residence in a big city. It used to be customary among many people who lived in small towns within an hour or two of some big city, to register at hotels as from New York or Chicago or whatever city it was. They were ashamed to have it known that they came from a small suburban town.

This point of view has largely passed away. People judge towns more by quality and less by quantity. If you hail from a good place like Roseburg, people do not stop to ask how big it is, but they want to know what interesting things it has done. Metropolitan conditions iron out humanity into a flat and uninteresting identity. Conditions in a place of normal size give people's individualities and enterprise more chance to develop.

The editor of a leading American newspaper once said, speaking of college graduates, that they knew so much that it was awfully difficult for anyone else to get along with them. They felt that they had exceptional advantages giving them great superiority, so that other people must defer to them. Anyone that takes that attitude creates irritation, and throws obstacles in the way of his own success. The college graduate would better go to work with more humility. He should reflect that those who did not go to college have been learning valuable lessons in the hard school of life, which teach things not put down in the university courses. The college graduate will show his superiority, by a willingness to learn from all kinds of people. The man who has learned that thing, has learned the highest lesson of culture.

It is sincerely hoped there will be no delay in opening up the south end of Stephens street to connect with the new grade of the Pacific highway. This is a very important matter and should receive prompt consideration. Tourists reaching Roseburg from the south do not get a very favorable impression with the present state of the road and it will be a great convenience to our rural residents to have immediate action taken on the thoroughfare. Let's open both ends of the city with a good paved road.

If a boy is scolded at school, scolded at home and in his work, nothing in the world will ever keep him from utter failure unless he has "nerve" enough to run away from it all before it sets its mark upon him.

Lives of great men all remind us, if we happen to know them well enough, that they really aren't any greater than about anybody else, but they're often better advertisers than about anybody else.

So far none of the returning congressmen are reported to have been shot at sunrise, which is rather remarkable considering how few offices they had to distribute.

Los Angeles is a fine place to live—but you never know when your life will be snapped out by one of those spasmodic quakes.

When you consider the tremendous power of the darn fool vote, it is hard to see how some candidates can ever be beaten.

Some of the ball players aren't much with their hands and feet, but they can do great execution with their mouths.

About forty-nine out of fifty who take up your time want something from you and not to give anything to you.

If men really dressed according to their station in life, these days of H. C. L., they'd all look like way stations.

Beer glasses are used by fighting factions in Germany. No scarcity of this form of ammunition reported.

A woman may dress for other women or men, but she paints for herself.

We're going over the top of the longest days in the year.

Nothing the matter with this weather.

MOTOR ALCOHOL IS A NEW DISCOVERY

Hawaiian Sugar Plantations Making Fine Engine Fuel as By-Product Molasses.

NINE MILLION GALLONS

Alleged to Give Better Results Than Gasoline—Free From Carbon—More Miles to Gallon is Claimed for the Product.

Motorists in the Hawaiian Islands are not worrying these days about any actual or impending shortage of gasoline, according to Frank E. Carroll, manager of the California district for the Goodyear Tire & Rubber company of California, who has just returned from the islands after a month's business trip.

"A substitute for gasoline is now being produced there," he said, "which within the next three months will reach a production sufficient to take care of all the cars on all of the islands, if a gasoline shortage should develop.

"The new fuel is known as 'motor alcohol' and is the invention of J. P. Foster, a chemist on one of the big sugar plantations on the island of Maui. It is now being used in many cars and the results obtained are said to be in many ways superior to those achieved with gasoline. More power, greater mileage, easier starting and freedom from carbon are among the benefits it is said to produce. It can also be used without any readjustment of carburetor.

"The motor alcohol that has been made so far has been produced from molasses, of which there are 135,000 tons available, enough to produce 9,000,000 gallons of motor alcohol. The molasses is a by-product of the sugar industry of the islands and contains, in addition to fermentable material, other products of value, such as potash, nitrogen and phosphoric acid. The value of these after recovery from the fermentation, is greater than the value of the original molasses, so that in calculating costs of the fermentation process for alcohol production, the raw material charge is practically nothing.

"The importance of developing this industry is very considerable, as it will provide a cheap and readily available motor fuel, releasing both petroleum fuel and shipping space. The motor alcohol made according to the new formula is performing perfectly in marine, stationary, automobile, truck and tractor gasoline engines. In a 36 hour test made with a 75 horsepower tractor the motor alcohol consumption was four gallons per hour, as compared with four and one-half gallons of gasoline on similar work. With the motor alcohol the speed was higher and the power greater. The cylinders were afterward opened and examined and the old carbon deposit was found to be entirely removed. The carbon remaining was so soft that it could be picked off with the fingers.

"Plantations which have been letting their molasses run to waste or burning it for the potash recovery are now finding the manufacture of motor alcohol a profitable undertaking.

"Business conditions in the islands were never better than they are right at the present time. This is due largely to the high bonuses paid to the workers and the stock dividends paid by the various sugar and pineapple concerns.

"In past years the value of the sugar crop has rarely exceeded seventy million dollars. This year, however, it is thought the crop's value will run about two hundred and forty million dollars.

"A great many automobiles are being purchased by the Orientals. One automobile dealer sent out six salesmen with six second-hand cars on Decoration day, which was pay day for the workers, and sold five of them.

"The demand for automobiles is greater than the supply and practically no new cars are available. And the tire situation is similar—the demand cannot be satisfied."

RECEPTION IN HONOR OF NEWLYWEDS.

Mr. and Mrs. D. C. McGhehey, of Glengarry, entertained with a charming reception June 19th, in honor of their son, Robert McGhehey, and his bride. The young people were recently married in Klamath Falls, where the bride was employed in the public schools. The rooms of the McGhehey home were attractively arranged with roses and sweet peas, and about thirty guests were present. Many useful and charming gifts were received. The evening was spent with music and games, and a dainty luncheon was served. Mr. and Mrs. McGhehey left Monday morning for Portland, where they will make their home. Robert McGhehey is well known in this city and has a host of friends who extend their well wishes to the newly married couple.

DEGENERATE RETURNING.

WASHINGTON, June 19.—New York newspapers and a share of the public are much wrought up over the release by Supreme Court Judge Tierny of Milton Schwartz, alleged assailant of little girls, who was given into the hands of relatives, to be taken to Oregon. Both the Tribune and Globe have run editorials denouncing the action of Justice Tierny, who granted the plea for Schwartz release on the ground that he was to be removed to the Pacific coast and would therefore no longer be a menace to the little girls of New York.

Under the heading, "Other States' Children," the Tribune said: "It would seem that the little children of Oregon, or any other state, have as good a right to protection as the children of New York."

In an editorial captioned "The Children of Oregon, Too," the Globe said that Justice Tierny "has a responsibility to the children of Oregon, as well as to those of his own state."

Schwartz was before Justice Tierny on the application of the commissioner of charities, who sought to have him committed on the affidavits of Dr. Menas T. Gregory, a physchiatrist, and another physician, made to the effect that it is dangerous for him to be at large.

Acid Arsenate Most Effective

Results of intensive investigations to determine the cause of the discrepancy between the theoretical killing dosages or arsenates and the standard dosage in practice have been reported by A. L. Lovett, entomologist of the O. A. C. experiment station, in a new bulletin called "Insecticide Investigations."

A summary report prepared by Professor Lovett says that this discrepancy is due in part to physical defects—in method of application of spray, in the spray solution, and in the spray material. Other points brought out in the summary that will be of special interest to growers in Oregon and other parts of the country in which spray with insecticide is required for production are as follows:

The acid arsenate of lead has a higher killing efficiency than has the basic salt.

All the arsenate devoured by caterpillars feeding upon sprayed foliage is not assimilated, a portion passing through the digestive tract in the excrement. The portion assimilated is higher where an acid arsenate is employed. This accounts for the higher killing efficiency of the acid lead arsenate.

Under laboratory control conditions a dilution of 1 pound of the acid lead arsenate to 400 gallons of water proved an effective killing solution for very small tent caterpillars. It is reasonable to assume that newly hatched codling-moth larvae are no less susceptible to poison.

The commercial lead arsenates on the market, unless specifically prepared and labeled otherwise, are nearly pure acid lead arsenate.

The powdered lead arsenates are physically superior to the paste forms and are generally the advisable form to use. Particularly is this true if one is not near the point of manufacture, so as to insure a freshly made paste, which has had no opportunity to dry out or freeze.

Commercial lead arsenates are in general a standard product. They vary but slightly in the percentage of arsenate carried or in the low percentage of soluble arsenic present. In their physical properties there is considerable variation.

By improving the physical properties of the spray solution we are enabled to improve the efficiency of the spray: (a) By increasing the wetting and covering power of the spray solution. (b) By increasing its adhesiveness.

The spray solution, without the addition of a spreader, as normally applied to the waxy surface of an apple finally rests as an irregular, blotchy coating of uneven thickness and with interspaces but poorly coated or free from spray.

The spray solution, with a spreader, applied to the surface of the apple finally rests as a smooth, even, inconspicuous covering, affording practically an equal and perfect protection for every surface.

WHEN YOU LEAVE TOWN

this summer it's a good move to have the News-Review follow you to your vacation home. Let us mail it to you daily—just phone 135 or write our subscription department and we'll see that it comes to you regularly.

PACKED IN SANITARY VACUUM CANS
—To keep in all its delightful flavor.
Edwards DEPENDABLE Coffee
"TASTES BETTER GOES FURTHER"

DWIGHT EDWARDS COMPANY
PORTLAND, OREGON

Story of A. E. F. Told in Pictures

WASHINGTON, June 22.—The story of the American Expeditionary Force is told in pictures on the walls of the National Museum here in a permanent exhibit just opened to the public.

Drawn from life in paint, pen and ink or pencil by American artists commissioned and sent to the front for that purpose, the collection of nearly 500 studies detailing almost every phase of life in the army overseas is spread over the walls of half a dozen great, well lighted rooms. It is a tale of stirring action which they disclose.

Among the scenes depicted are ruined French villages made sacred forever to Americans because of American blood freely given to tear them from German hands. There are the homely, appealing scenes from behind the lines with happy-go-lucky youngsters of Pershing's division in billets mixing among the people of France, the very old and the very young people. Here and there are grim reminders of the great tragedy in groups of huddled dead in wrecked enemy trenches over which the tide of victory had poured. Again, half glimpsed thru a downpour of rain, a trudging, sodden infranty column is moving onward through a sea of mud as the artist saw it; on an endless line of weary gun teams drags forward the batteries to blast the road to triumph.

At one point the artist caught and held for his fellow countrymen the breathless tensity of a forest outpost, perring through the leafy screen of his covert toward the enemy lines, his rifle hugged close with fingers clinched about the trigger; at another a slash of light from a half-opened door has painted on the screen of night just a hint at a column, tramping on toward battle, just a young face or two in the line, weary, dirty but with jaws grim set with purpose. Again it is a hospital that has gripped the artist's imagination, a twisted, writhing form under the tumbled blanket with agony in every line and over it the steady-eyed surgeon or the merciful figure of an army nurse.

In rooms around the picture display are shown all the countless things with which the army and navy dealt in the war; the guns, the bombs, the uniforms of ally and enemy alike, captured wagons and German war gear of many kinds. These form a striking setting for the epic tale the war artists have pictured, probably the only such record ever assembled for it began with the army and runs on to departure of the homeward transports at the close.

Artists who made the pictures, all of whom held the rank of captain in the American Expeditionary Force, include Wallace Morgan, Ernest Peixotto, Julius Andre Smith, Harry E. Townsend, Harvey Dunn, Walter J. Duncan, all of New York City; William J. Aylward, Fairport, N. Y., and George M. Harding, Wynnewood, Pa.

MR. NEUNER COMES TO THE FRONT

Tells His Friends and Neighbors of His Experience.

Every Roseburg resident should read what Mr. Neuner says, and follow his example. He has used Doan's Kidney Pills and speaks from experience. Is there any need to experiment with imitations or untried kidney medicines?

Geo. Neuner, 730 Mosher St., Roseburg, says: "I can recommend Doan's Kidney Pills as a reliable remedy. I used them when my kidneys troubled me and they promptly relieved me. My kidneys were out of order and I had a soreness and dull aching across my back that made it hard for me to stoop. My kidneys acted irregularly, too. I heard of Doan's Kidney Pills helping others and used them as directed. They relieved me of the aches and pains and put my kidneys in good condition."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Neuner had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

ANNUAL STOCKHOLDERS' MEETING.

The annual stockholders' meeting of The Umpqua Savings and Loan Association will be held at the office of the Douglas Abstract Company, 248 North Jackson street, Roseburg, Oregon, at 7:30 p. m., Wednesday, June 23, 1920, for the purpose of electing directors for the ensuing year and such other business as may regularly come before the meeting.

H. O. PARGETER, Secy.

BROCCOLI PLANTS

From tested St. Valentine seed, now ready for delivery. C. W. Bradford. Phone 15-F21.

Green's Tire Shop applies Sturges' half soles with a 6000-mile guarantee, puncture proof. Come in and let me show you.

WIND SHIELD GLASS
for any make car, made to order
DIAMOND AGATE COMP'Y
121 PINE ST. ROSEBURG, ORE.

Children Cry for Fletcher's
CASTORIA
The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of Chas. H. Fletcher and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.
What is CASTORIA
Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.
GENUINE CASTORIA ALWAYS
Bears the Signature of
Chas. H. Fletcher.
In Use For Over 30 Years
The Kind You Have Always Bought
THE CENTAUR COMPANY, NEW YORK CITY.

Sheriff Quine sends word that the delays at Dayton, Washington, incurred in the extradition of J. F. Wallace are practically at an end and he expects to leave at once for this city. Mr. and Mrs. Gifford Hamilton returned to their home at Reuben Monday. They state that there is no doubt but that Wallace is the man who assaulted Mrs. Hamilton.

Elmer Wimberly left last night for San Francisco, where he is going to spend about three weeks looking after business matters and attending the Democratic national convention.

WINCHESTER

Take Your Family Into Your Confidence on Shooting

GET your new Winchester Hunting Rifle now and take it along on the family vacation trip to practice up.

Take a Winchester .22 Caliber Repeater and teach the boys and girls to hit the bull's-eye.

Buy one of the new Winchester Junior Trapshooting Outfits and introduce your folks to the new sport of *family* trapshooting.

Drop in *today* and let us fit you out.

Churchill Hardware Co.
ROSEBURG, OREGON
THE WINCHESTER STORE

"On the Other Hand"
Says the public speaker.
"On both hands," says the careful housewife, as she dons a pair of
REXALL RUBBER GLOVES.
"They are worth their price, every week, and sometimes oftener."
$1.25.--At
Nathan Fullerton — The Rexall Store — Perkins Building