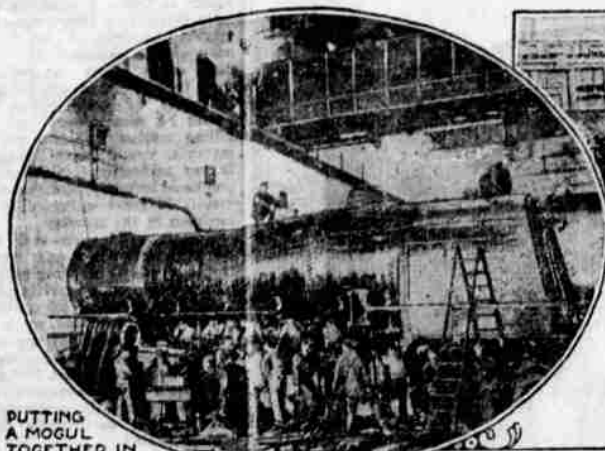


American Advertiser Has a New Mission



PUTTING A MOGUL TOGETHER IN A BIG LOCOMOTIVE PLANT—RAILWAY CONSTRUCTION PROJECTS ABROAD OFFER NEW MARKETS FOR AMERICAN EQUIPMENT

By FRANCIS H. SMOON
Vice-President Guaranty Trust Company of New York.

The war has scattered American products all over the world. Our goods have been introduced in markets which they never before sought or where they never before had entry. And they were introduced at no cost whatsoever to the manufacturer. They were distributed on a scale which would have been impossible under normal conditions. There was no competition. The world desperately needed food, fuel, clothing, materials, and machinery. Ours was the only nation which could supply the demand. But we cannot expect the demand to continue indefinitely.

Burdened with war debts, the European belligerents are bending every effort to speed up their industrial machinery, to curtail imports and promote exports. We would indeed be blind were we not able to see that we must meet the keenest rivalry in international trade. Our products will no longer sell themselves abroad. The demand for them must be stimulated by effective advertising. Otherwise the unprecedented advantage which chance has bestowed upon us will be lost. This is absolutely essential, not only to maintain and to foster our foreign trade, but also to preserve our present prosperity. The cessation of hostilities found us with a tremendously expanded industrial capacity. We cannot lessen



AMERICAN FARM TRACTORS READY FOR SHIPMENT—OUR AGRICULTURAL MACHINERY CAN MONOPOLIZE THE GROWING MARKET OF EUROPE



COTTON MILL IN FALL RIVER—ADVERTISING WILL EXPAND AND MAINTAIN THE FOREIGN SALES OF AMERICAN TEXTILES

our productiveness without impairing business and prosperity. Consequently, we must encourage as never before the consumption of American goods in foreign lands. In helping to accomplish this result, therefore, advertising will assume an economic importance that can scarcely be exaggerated. Advertising could not be employed to better advantage than now, for, thanks to the intensive and broadcast war-advertising campaigns conducted by the respective belligerent governments within their own countries and through propaganda publicity to which they resorted in neutral lands, the world is prepared to respond more easily than in the past to advertising appeals. There are thousands of American

ASSEMBLY HALL OF A BIG MOTOR CAR COMPANY—AMERICAN AUTOS FACE SHARP COMPETITION WITH OTHER COUNTRIES IN THE FOREIGN MARKET

products of unquestioned merit of which the general public abroad knows little or nothing because the manufacturers of such products are content to practice principles of more or less primitive barter, apparently unconscious of the fact that by educating the general public to an appreciation of the worth of their particular products they would not only profit themselves but would perform a distinctly valuable economic service to the country. In other words, they lack the vision which is the especial genius of this nation.

But there are other and bigger problems for advertising to help solve through dispelling ignorance. Consider for a moment what we may expect in default of proper understanding of the vital economic questions pending before this nation today. Recall how near we came to authorizing by popular vote a debased currency during the free silver campaign; how long we temporized with our critical banking problem; how we have hampered and shackled our large industrial institutions in their legitimate expansion and economic func-



MECHANICAL BRICK SETTER, LIFTING, CONVEYING AND SETTING 1000 DRIED BRICK IN THE BURNING KILN—AMERICA CAN SUPPLY THE BUILDING MACHINERY FOR EUROPEAN RECONSTRUCTION



WESTERN NEW YORK APPLE CROP—NEW MARKETS IN EUROPE CAN BE CREATED FOR AMERICAN FARMERS

tions; how we have over-regulated and strangled our railroads; how we have blundered in our taxation. Realize how we permitted the menace of government ownership, and its proved inefficiency and political and financial tragedies to continue; how the organized might of labor and other class interests works its way at public expense. All these and many more similar situations demand the light of fact and reason. The inevitable harvest of ignorance is industrial and social disaster—as Russia has so tragically demonstrated. Public sentiment must be informed and guided, if it is to find expression in proper action. It is certain that never in the history of this country was a knowledge of economic facts more imperatively needed. New and large business problems confront us. The civilized world is un-

dergoing an economic readjustment. The nation which best understands the facts and the principles underlying them will profit most largely, and the nation which takes the most intelligent advantage of advertising in its manifold forms, both as a medium of education and as a potent factor in building the business of the future, will prosper most. Advertising is on the threshold of its golden age. It will increasingly attract better brains, and it will increasingly offer fuller scope to the creative geniuses of business, science, art and literature. Its possibilities for service, in fact, challenge the boldest and most far-reaching imagination. There lie before advertising and advertising men not only the opportunity for service and profit, but the clear call of duty there rests upon our business

and industrial leaders the distinct responsibility of stating and explaining the facts and principles upon which national business progress must be built, through the printed and the spoken word, so clearly that he who runs may read, and that the oft-quoted "man in the street" may understand. Never have our great journals and periodicals enjoyed such enormous circulations or been so widely read. A large and constantly increasing reading public seeks eagerly to know and it is the mission of the publicist to inform and advise them through all the mediums at his command. To fulfill that mission, we must call to arms the vision of the promoter, the courage of the explorer, the keenness of the trader, and the wisdom of the student. They must all be conscripted to this great service and contribute their part to the common cause, and they are all the proper attributes of the efficient advertising man of today.

That time has long passed, if indeed it ever existed, when advertising, under proper conditions, could be considered as an experiment or a speculation. It has long since become a demonstrated economic factor as a business builder and a clearly proven educational force. That it may not always, in all hands, operate with 100 per cent. efficiency is no more a proof of its failure than an unsuccessful operation on the human body by a horse doctor would be a proof of the failure of surgery. Its call is for skilled men, broad men, who have thoroughly mastered the tools with which they must work, whose sense of public psychology is sure and true and whose vision of national opportunity is as broad as the world.

Today particularly invites the advertiser to lay up stores of good will and prestige for future markets. Now is the time particularly for advertising to be informative and educational, to help create new standards of living, to stabilize markets, to make life more comfortable and attractive, as well as more just and sound.

The war has opened up many new fields for advertising service. Financial and advertising geniuses are invited to devise plans through which to meet the investing needs of the nation, to distribute sound securities, to inculcate thrift. Within two years our investing class has sprung from three hundred thousand to twenty millions, and there are yet no plans devised which adequately meet the need of these new investors. Economic and social fallacies crowd upon us; industrial problems rise on every side. Only through understanding can they be solved, and understanding can be created only through publicity. Legislative action rises out of public opinion; public opinion is based upon current information and popular prejudice. These can be met most effectively through such public mediums as enlightened advertisers command. In meeting them they are serving not only the ends of good citizenship and social progress, but business advantage, which can be secure only in an established social order based upon sound economic thinking.

RECRUITING OFFICER HERE.
Chief Quartermaster Robert Carr of the U. S. Navy is in the city to-day making arrangements for establishing a regular recruiting service here. Carr has the territory from Eugene south in this state and

hopes to make Roseburg his centralizing point. He will make a later announcement as to when his regular visits to this city will be made.

BASEBALL TEAM-WORK WINS SUCCESS IN BUSINESS AND ON THE DIAMOND



COMMONWEALTH MOTORS' BASEBALL TEAM

CHICAGO.—"Baseball is at the bottom of the success of our factory. The spirit of baseball animates our employees at their work when they play the game." Robert H. Quayle, Jr., is the manager of the manufacturing plant of the Commonwealth Motors company at Joblet, Ill. He is also manager of the factory baseball team, which is the champion of its district. He plays in every game. He believes the national pastime is a valuable business asset for any firm. "Individual efficiency and enthusiasm combined with team work are the secrets of our success on the ball field and in the factory," Mr. Quayle continued. "We play ball on our toes. Every fellow is keyed up to concert pitch and is out there doing his 'best' to win victory for the team. The men work in the shop in

the same way. They put the same pep and interest into their tasks that they put into making baseball. I have filled them with the same spirit that wins at baseball wins in business. I don't have to watch anybody. I know that all the time every man in the shop is batting 200 in his work. With the team spirit that animates the whole force, no slacker would be tolerated. A loafer would be treated as one who had double-crossed his team mates. "I believe our shop is one of the most efficient in the country. The success of the Commonwealth car in domestic and foreign markets has been one of the romances of modern business. But it never would have been what it is except for the baseball spirit that inspires the workers in the plant and keeps them at the top of speed and excellence individually and as a group."

Local Men Fighting Non-Partisans

SALEM, Or., Aug. 19.—That agents of the Non-Partisan league are going about this state ostensibly as phonograph or automobile agents and are clandestinely "peddling" the radical propaganda, was the assertion made here yesterday in an address at the Commercial club by Robert E. Smith, of Portland. Smith headed a group of five men who are going about the state combating the 5 per cent maximum interest bill and the Non-Partisan league. They asserted that the league had gained a foothold in fifteen of the thirty-six Oregon counties. Other members of the party were Lloyd Riches, newspaperman of Astoria; F. I. Gollehar, attorney, of Portland; Joseph Micelli, banker, and Harry Fargeter, an abstractor, the two latter of Roseburg.

This group of citizens expect to carry the fight to the utmost parts of the state with the determination to smother the efforts of the Non-Partisan leaguers to conquer Oregon. BRING HIGH PRICE. MEDFORD, Or., Aug. 19.—All records for the sale of Medford Bartlett in carload lots were broken today when a local car sold in Chicago for \$2886, or an average of \$5.55 per box. The former high price secured in 1919 was \$5 per box. Seventy carloads of pears have been shipped from here thus far.

LABOR ISSUES ULTIMATUM. SAN FRANCISCO, Aug. 19.—"We will not give our labor toward the manufacture, repair or handling of any materials intended for use against the soviet government of Russia until such time as the people of the United States of America, by their constitutional representatives, shall have declared a state of war exists." This announcement was made by the machinists' union here today.

Fullerton Says
After you eat—always take **EATONIC** FOR YOUR ACID-STOMACH
Instantly relieves Heartburn, Bloating, Gas, Souring, Stomach Acidity, indigestion, and all stomach troubles. Aids digestion and appetite. Keeps stomach sweet and strong. Increases vitality and pep. EATONIC is the best remedy. Tons of thousands wonderfully benefited. Only costs a cent or two a day to use it. Positively guaranteed to please or we will refund money. Get a big box today. You will see.
Nathan Fullerton, 205 Cass St. Roseburg, Oregon.

SAY "DIAMOND DYES"
Don't streak or ruin your material in a poor dye. Insist on "Diamond Dyes." Easy directions in packages.

"CORNS"
Lift Right Off Without Pain



Doesn't hurt a bit. Drop a little Freezone on an aching corn instantly the corn stops hurting and shortly you lift it right off with fingers. Truly! Your druggist sells a tiny bottle of Freezone for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the calluses, without soreness or irritation.

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Christian Church, Rev. C. H. Hilton, pastor.—All the regular services will be resumed next Sunday. This church has conditions prevailing that makes it necessary to resume night services at this time. We are in no way out of sympathy with the continuation of the union meetings thru August, but circumstances make it necessary to go on with our regular work. The pastor will preach morning and evening. Morning theme, "The Unturned Cake." Evening subject, "Scarlet Rags." The Bible school at 2:45; interest fine, classes

for all. Y. P. S. C. E. at 7 o'clock. "Receiving Praise and Giving It." All are welcome.

St. George's Episcopal Church—Sunday, Aug. 22: Morning services omitted. Evening services and sermon at 8 o'clock. Rev. Thos. H. Alleston.

Commission Takes Over Road Contract
The state highway commission has taken over the road work contract held by John Hampshire at the Roseburg end of the Myrtle Point-Roseburg highway.

Hampshire had the contract for building 14 miles of road through the canyon. The work will be finished under the supervision of the state highway commission and a competent engineer will be sent here by the commission to have charge. It is understood that the state will hasten the work with all possible speed.

DANCE AT OAKLAND.
Saturday night, Aug. 21
Ott's Orchestra.

Will Visit Here—John Willy, of Chicago, publisher of the Hotel Monthly, recognized as the best authority in the United States for hotelmen, greeters, etc., will arrive in this city August 26. He will be accompanied on the trip by his daughter. After a stay here as guests of the Hotel Umpqua, they will continue to Crater Lake for an outing.

MAY HEAR NOMINEE.
Roseburg residents may get an opportunity to hear Franklin D. Roosevelt, democratic nominee for vice-president during the 20-minute

Horlick's
The ORIGINAL Malted Milk
Safe Milk For Infants & Invalids
No Cooking
A Nutritious Diet for All Ages
Quick Lunch at Home or Office
Avoid Imitations and Substitutes

stay of train No. 53 on next Sunday morning. Local democrats are planning to urge the nominee to make a short talk and in the event arrangements can be made for his appearance here, announcement will be made. Mr. Roosevelt is enroute to California on a speaking tour in behalf of the democratic national ticket.

Tonight! Tonight!
Another Rip Roaring Comedy Drama
THE
Macy and Baird
COMEDIANS
In Their Mammoth Waterproof
Tent Theatre
ON JACKSON STREET NORTH OF DOUGLAS HOTEL.
PRESENTING THE BEST IN DRAMAS AND COMEDIES
CHANGE OF PROGRAM FOUR TIMES A WEEK

"MARION GRAY"	THURSDAY
—OR—	AND
The Country Boy	FRIDAY
	August 19th and 20th.
	VAUDEVILLE
	BETWEEN ACTS

ADMISSION: Adults 45c, tax 5c—50c
Children 25c, tax 5c—25c
Reserves 22c, tax 5c—25c

SURE SOME SHOW
DOORS OPEN 7:30, CURTAIN RISE 8:15.