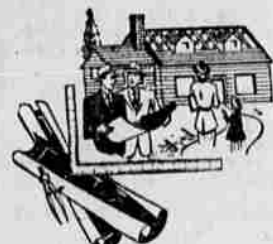




ALL DOLLED UP in her rodeo togs is Queen Ardis Giles, 16, of Milo, near Days Creek. Queen Ardis will rule over the forthcoming Douglas County Sheriff's Posse rodeo June 24 and 25. Her special riding equipment has been supplied by the posse. The queen will be a junior in high school next year. Her horse, Skip, bought for her by her step-father, R. D. Williams of Milo, is a paint, white with black spots. Queen Ardis' hobbies are riding, collecting miniature horses and swimming. Her grandfather, Frank Giles, who operates the Three Rivers ranch at Moran, Wyo. taught her to ride, and to rope. In addition to ruling over the rodeo both Saturday night and Sunday and heading the parade, the queen will appear at the two rodeo dances Friday night, June 23. There will be four official rodeo dances—two at the armory and two at Kennedy's on Friday and Saturday nights. Dance tickets will go on sale June 17. (Picture by Miller Moderne)

Halt On Russian Imports To U. S. Again Demanded

WASHINGTON, — (AP) — Rep.



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Mack (R-Wash) has renewed his demand that the government halt importation of goods produced by Russia and its satellite countries.

Mack, in a statement, said the value of such goods amounted to \$42,000,000 last year. Russia, on the other hand, bought only \$6,000,000 of products from the United States, he said.

"By these transactions," Mack said, "Russia obtained \$35,000,000 American dollars and credit with which to buy goods in other nations that would strengthen her economy and war potential . . ."

He quoted from a recent speech of Willard Thorp, assistant secretary of state, in which that official said there is "mounting evidence" that Russian goods are produced by slave labor.

"Yet despite Mr. Thorp's statement and our efforts, and those of western fishermen to ban further imports of Russian canned crab," Mack said, "the Treasury department has arrived at no decision as to what it will do."

Mack maintains that under the law the secretary of the Treasury is authorized to stop imports of goods produced "in whole or part" by slave or forced labor.

He said that as far as he knew, only two groups—the Russians and the Communist party of the USA—want Russian canned crab to come into this country.

"If," Mack said, "the treasury department decides to continue to permit Russian goods to flow into the United States, Russia will be further strengthened . . . while

Boosting Octane Rating Of Gasoline Would Cost Companies Plenty Cash

By SAM DAWSON

NEW YORK—(AP)—Oil company treasurers wince if you ask when the company is going to raise the octane number of its gasoline.

Some estimate it will cost the industry about \$450 million each time it raises the octane rating by one number. That is about 50 percent more than it cost during the war, oil engineers say.

In the war years \$864 million was spent on facilities for making 100 octane aviation gasoline. By the end of the war much of the equipment was available for making motor gasoline. Yet between 1941 and 1946 auto gas went up on the average only about three

octane numbers—almost \$300 million investment for each octane number gained.

Since the war the industry has spent more than \$1.5 billion on refineries, most of it to meet the pressure for more and more gasoline. But with that pressure eased, the industry is working now on raising the octane rating. It finds that task increasingly expensive.

Costs Jump

Costs advance sharply as you go up the octane scale. And the cry for higher octane gasoline to power the promised higher compression auto engines comes when oil companies have been earning less than they did a year ago, and just after some of them found themselves involved in gasoline price wars.

Here is how the costs catapult as you squeeze higher octane gasoline

from crude oil, as estimated by W. M. Holaday, director of Socony-Vacuum laboratories. In each case the capacity of the sample refinery is 100,000 barrels of gasoline a day.

For \$16 million you can build a straight-run (distillation) refinery, producing 68-70 octane gas. Add thermal cracking (breaking up crude oil molecules under heat and pressure), and the refinery costs \$24 million, but gives 71-74 octane gas after you put one cubic centimeter of tetraethyl lead in each gallon.

A catalytic polymerization refinery (using heat, pressure and a catalyst to combine gaseous molecules and form liquid products in the gasoline range) produces 78-83 with one c.c. of lead, and costs \$27.5 million.

Cost \$90 Million
The real super job could cost

\$90 million. That 100,000 barrel-a-day refinery would hydroform all straight-run gasoline and do all cracking catalytically. It would produce 87-97 octane gasoline with one c.c. of tetraethyl lead added, or 89-99 octane with three c.c. of lead. But 20 percent of the straight run gasoline would be lost in hydroform. And operating expenses would be very high.

However, higher octane gasoline is coming, most in the industry agree. Auto engineers talk of higher compression engines in the years just ahead. The oil industry is budgeting expenditures for the next few years that will gradually increase high octane gasoline capacity.

It will be costly. The gasoline may cost more. But if you get more miles on the road per gallon you'll be ahead in the long run.



By the Vote of the Manufacturers Whose Products You Sell—

NEWSPAPERS BECOME THE NO. 1 NATIONAL ADVERTISING MEDIUM

FLASH --
NEW YORK -- NATIONAL ADVERTISERS INVESTED \$445,015,000 IN NEWSPAPER ADVERTISING IN 1949, IT WAS DISCLOSED TODAY, MAKING DAILY NEWSPAPERS THE BIGGEST NATIONAL ADVERTISING MEDIUM ON THE BASIS OF HOW U.S. MANUFACTURERS DIVIDE THEIR ADVERTISING DOLLARS.

NOW MANUFACTURERS ARE BACKING YOU WITH MORE LOCAL SALESPower THAN EVER

You who sell at retail have seen it happening right along—right here in town in the columns of this newspaper.

You've seen how, more and more, the manufacturers whose products you sell have chosen newspaper advertising to help you ring up still bigger sales.

All over America, the same thing has been happening. And naturally, national advertising in newspapers has been growing—from \$270,000,000 in 1946 to \$357,000,000 in 1947—to \$389,261,000 in 1948—to the fourth all-time high of \$445,015,000 in 1949.

All over America, it's been happening because manufacturers have been discovering what most retailers have always known:

There's nothing like newspaper advertising to make merchandise move. For the simple reason that no other kind of advertising reaches so many people—is so sure to reach all your customers and prospects, or so sure to hit them when they're ready to buy.

That's why it's good news for everybody who sells that newspapers now top all other media in dollar expenditure by national advertisers.

Actually, in 1949, national advertisers invested in newspapers—

More than 15 times as much as in farm magazines.

More than twice as much as on all four of

the great national radio networks combined.

\$32,000,000 more than in all general magazines combined.

Over \$4,000,000 more than in all general and all farm magazines put together.

For you who sell at retail, that's local salespower plus—salespower right here in town and nearby, where you need it.

When your manufacturers back you up with newspaper advertising, may we suggest that it's smart business to make the most of this extra local salespower—with such things as good shelf position, better display, extra push in your own advertising.

When your manufacturers don't give you this kind of support—ask them why.



Any way you figure it, rabbits do better, make faster gains, get to market sooner, and as a result, earn more profits, on a two-feed program.

For the doe and litter, where milk production and rapid gains are essential, feed Albers RABBIT FAMILY RATION. It's especially formulated to meet these requirements.

Breeding bucks and does should never be permitted to fatten. Yet they must be kept in good condition. This requires a feed like Albers RABBIT BREEDERS PAKS.

For profitable rabbits, be sure you feed the Albers Way. See us today for Albers Feeds and other rabbit supplies.

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