

Roseburg News-Review

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HARRIS ELLSWORTH Editor
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ROSEBURG, OREGON, FRIDAY, OCT. 18, 1929.

MISCELLANEOUS THE PRESS AGENT

ONE learns by perusal of a special article in our favorite metropolitan newspaper that the press agent, under that title, has become a thing almost as totally minus as the dodo bird or the continent Atlantis. As many energetic gentlemen as ever—if not, indeed, a great many more—go about doing good wherever they can in the line of planting their articles concerning this and that in the newspapers. The output is unchanged and the method is unchanged, but the press agent, they say, is gone. City editors are perhaps a little more wary than they used to be but not uniformly so. For instance when the big circus was in Oregon only a few weeks ago a story made Page 1 in a Portland paper about how a circus water boy had just come into a big inheritance. It was the first time that boy had inherited a fortune since the circus left Salt Lake.

But that is a digression. What we are discussing here is the passing of the press agent by his familiar title. The Public Theatres corporation recently published in its house organ a statement concerning publicity policies which included this:

Public employs no press agents or exploitation men of the type that the term "press agent" implies.

To relieve your anxiety at once let us hasten to say that what Public does employ in each town where it operates is a "publicity representative." Fancy trying to get that into a headline. Another great amusement concern, Fox, we read further, employs only "directors of publicity" or "exploitation and publicity men." Titles bestowed latterly by still other large corporations resort to employment of persons to get their publicity into the papers include such terms as "director of public relations," "educational director," or "information chief."

It is, despite the apparent opinion of some of our large captains of amusement and industry to the contrary, as true as ever that a rose by any other name will smell as sweet and the truism remains a truism when applied conversely. Many a press agent operates by methods which free his work from any cause of carping and make him welcome at the city editor's desk. As for the other kind, merely calling them something else will not help the situation any. In fact some of them have long been called other things a-plenty when they were not present. The press agent's employers have attacked the problem from the wrong end.

A hundred or more Roseburg people enjoyed last evening at the Charles Heinline home a fine program of chamber music rendered by the string quartet of the Portland Chamber Music society. This is the first chamber music concert to be heard here and the fact that so many people attended is encouraging. Perhaps we may have the opportunity of hearing more chamber music if there is a real desire for it, and there seems to be.

POEM FOR THE DAY

By LOUIS ALBERT BANKS

A LABORATORY OF FRIENDSHIP

Robert S. Allen, in Mexico City, writing to the Christian Science Monitor, says:

"For the fourth consecutive year one of the most unusual experiments in international understanding had gotten under way here. Sponsored by the Committee on Cultural Relations with Latin America, a group of American citizens for the past three years have assigned here during the month of July for an intensive cooperative study of Mexican affairs and a close-up view of individual and community."

"This laboratory of friendship" takes the form of a seminar under the general direction of Robert C. Gray, organizer of the project and executive director of the cultural relations committee. "This year the seminar numbers almost two men and women from all sections of the United States. Among them are educators, authors, editors, reporters, engineers representing various creeds, and business men. The sessions will continue for three weeks, with lectures in the morning and evening and round table discussions and inquiries during the afternoon."

To everyone whose brain is warm
A laboratory has a charm;
We see things useless in themselves—
Combined with others on the shelves—
Begin to show some radiant light
That can dispel the gathering night;
We watch the rainbow colors glow
At touch of him who's learned to know.

But this rare tale from Mexico
Would show us how sweet friendships grow
In laboratories of the heart—
A nobler kind of human art.
Which mixes different types of brain,
And for each nation wins a gain
Which overcomes their racial fear
And gives to all a mutual cheer.

It shows that each has something rare
Which—if he with another share—
Will cease to be his selfish own
As in a brother's love 'tis shown;
And—when combined—they'll grow apace
With new, undreamed-of, added grace;
Then each one—in the other's eyes—
Will have the charm of glad surprise.

Mankind is still at school-room stage;
We still await its golden age
When men are wise enough to know
They must combine if they would grow.
Must make this world a laboratory
Before they reach our fullest glory.
Must in our civilization trace
The beauty of each tribe and race.

POLLY AND HER PALS

YOU ADVERTISED FOR A SPARRIN' PARTNER FER KID COCOA' AN' M IT!



Cocoa's O. K. Means K. O.

WELL, WELL, WELL!



HE LIKES YOU, BIG BOY, SO YOU'RE SETTIN' PRETTY!



SETTIN' NUTHIN'! IM STEPPIN'!



The OFFICE CAT

Bob—"I wonder if it is true that the length of a boy's arm is equal to the circumference of a girl's waist?"

Kate—"I dunno. Let's get a string and measure them."

Father—"If you had a little more spunk in you, son, you'd stand further up in your class. Do you know what spunk is?"

Son—"Yes, sir. Past participle of spunk."

The composer of "Rainbow Round My Shoulder" might have gotten the idea from a Christmas carol.

"Scotch"

"A mother recently overheard two of her small sons discussing the story of Adam, Eve and the Fall. A little while later, Bobby, not quite seven, asked: 'Mother, what made God so tight with his apples?'"

EDITORIALS ON THE DAY'S NEWS
(Continued from page 1)
What we need is to expand the production of HIGH QUALITY flax."

IT is a timely warning. There is proof enough in Oregon that nothing is to be gained by mere quantity expansion.

There are the apple orchards, for example, that were planted by the thousands of acres two or three decades ago. They were just apple orchards, and nothing more. There was nothing outstanding about their product. As a result, all of these orchards whose output was not up to the standards of highest quality have been grubbed out and the cost of their planting charged up to experience.

Only the orchards whose quality has been kept up remain.

THERE are plenty of opportunities here in Oregon. We can expand our production, in a large number of lines, enormously, and if we do it intelligently, we can profit by the expansion. But if we are to expand our production intelligently, we must insist constantly on rigid standards of quality.

Every reformer thinks he's an eye, ear and throat specialist. He wants to tell us what we can look at, listen to and drink.

JUSTIFIED HOMICIDE
When a fellow takes a bag of lady fingers into a beauty parlor to have them manicured.

EFFICIENCY EXPERTS
The guy who can tell by the nicker, whether the kiss is going to be any good.

SOCIAL ERRORS
Married couples should never fight in public. That's what they've got a home for.

LOVE WILL FIND A WAY
A bashful diner proposed to a waitress in a restaurant the other evening. He ordered a plate of alphabetical soup and left the words "will you marry me?" in the bottom of the bowl.

OUR OWN VAUDEVILLE
Director—What's that woman hovering about over there?
Cameraman—She's taking a scream test.
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Announcement

The Peoples Supply Co.

Announce their affiliation with the United Purity Stores

Now operating in 6 states with a total of 2800 independent retailers, combined for UNITED buying power, enabling them to meet any and all competition in staple and quality groceries.

We solicit your patronage.

BELOW OUR PURITY SPECIALS FOR SATURDAY

Not how cheap but how good, Purity Oils, 2 lbs.	38c
Sweet Spuds, 4 lbs. for	25c
Fancy Celery Hearts, 2 for	35c
For Better Canned Milk Try Morning Milk, 3 tall for	25c
Standard Tomatoes, 2 for	25c
Solid Pack Tomatoes, 3 for	49c
Sliced Pineapple, 2 1/2s, 2 cans	49c
Jello, any flavor, 3 packages	24c
Wesson Oil, quarts	47c
Campbell's Tomato Soup, 3 cans for	28c
Monarch Golden Maise Sweet Corn, 2 cans	38c
Monarch Teenie Weenie Sweet Corn, 2 cans	35c
Monarch Teenie Weenie Toffee, Per pound	60c

ROTARIANS HEAR TALK FROM DR. STEWART

Dr. E. B. Stewart, who has just returned from a trip through Europe as one of the American Legion delegates from the United States, was the speaker at the Rotary luncheon yesterday. Experiences and observations of the trip were interestingly told and it was the opinion of many Rotarians that Dr. Stewart's talk was one of the outstanding programs of the year.

This has been a busy week for Rotarians. Most of the club members drove to Grants Pass and attended the inter-city meeting, at which members of Rotary from Klamath Falls, Ashland, Medford, Grants Pass and Roseburg were present. Henry Booth of the Roseburg club was one of the principal speakers at the inter-city meeting.

Remodeled House—

Rudolph Heiden, Sr., of this city who recently purchased the O. H. best property, has remodeled, modernized and painted the house, Mr. A. A. Sprague and son did the interior work, while Mr. Heiden painted the outside of the house. The place is now occupied by Earl Henbest, cook at the Cafeteria.

ESSAY CONTEST FOR ALL SCHOOL PUPILS OF DOUGLAS COUNTY

The Roseburg chamber of commerce is today announcing a prize essay contest open to all school children of Douglas county. Essays must not be more than 200 words in length and shall be on the subject "Why We Should Trade at Home." The essays are in connection with the "Bill" Dollar, or "Trade at Home" campaign now being inaugurated in this city, sponsored by the chamber of commerce and directed by Fred Mozart of Portland. Essays should be mailed to the chamber of commerce office and three judges will be named to select the winners. Prizes of \$5, \$3 and \$2 will be awarded.

DEDICATION EDITION COPIES AVAILABLE

Extra copies of the courthouse dedication edition of the News-Review are available at the News-Review office. Copies of this number will be welcomed by friends and relatives who live in other places.

Poultry Business Starts—

W. A. Sprague of South Main street has completed a chicken house having about 200-hen capacity. His first venture towards stocking it was the purchase of several dozen Rhode Island Red pullets. Mr. Sprague expects to expand in the poultry business in the future.

GREATEST AMERICAN SERVANT

Supplies Modern Fuel for Roseburg

"Instant Heat"

Southern Oregon Gas Corporation

NEW FALL STYLES ARRIVING DAILY

You'll surely contradict that old adage... "There's nothing new under the sun," when you see the many new and different things which are arriving at this Breier store... new styles... different styles... new and surprising values... to please all... maiden, wife and widow.

The New Fashions We Are Showing Demand Your Attention Now

C. J. Breier Company is ready to demonstrate once again their value-and-fashion supremacy.

COME AND SEE SOME OF THE "BEST SELLERS"

Because we have studied your wants, and because we know what our customers expect in both style and value... our Fashion Buyer in his last buying trip to the style centers, was guided in his selections, assuring you all of that perfect union... Smartness and Economy



A PRIZE VALUE

Frocks \$7.95

Silks, Satins, etc. Made with lots of dash... The credit is due to Mr. C. J. Breier who just made this special purchase in New York.



DRESS COATS

Have Grace and Disinction in a Feminine Mode.

PRICED FROM

\$10.00 to \$24.00

A new dress coat of soft broadcloth luxuriously trimmed with Cooney, Vicuna or Manchuria Wolf is one of the most important items in Madam's Wardrobe at this time of year. Breier has some lovely models to show you and they are matchless values because of Breier's vast buying power.

Here They Are NEW SILK FROCKS In Breier's Two Popular-Priced Line \$4.98 and \$7.95

These are exactly the type of dresses smart women are demanding, versions of the higher waist line... longer and irregular hemlines moulded body curves all delightfully interpreted in these delightful models. Cantons, flat crepes, satins, velvets, combination travel prints of tweed patterns.

Real Hosiery Service

In our Full-Fashioned Silk and Rayon Number. For general wear here is a splendid hose that you will find meets your demands.

98c

A Pure Silk Full-Fashioned Service Weight Hose with mercerized hosiery garter top and strongly reinforced foot. The silk runs well above the knee.

\$1.35

Just a Word About Our Higher Priced Lines of DRESSES

\$9.90 to \$12.50

In these groups you'll find many distinctive styles where quality and smartness supercede all else.

C.J. Breier Co