

Roseburg News-Review

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HAIRIS ELLSWORTH, Editor

Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under Act of March 3, 1879.

OREGON STATE ASSOCIATION
EDITORIAL
MEMBER

Subscription Rates
Daily, per year, by mail \$1.00
Single, single month, by mail .25
Daily, by carrier, per month .35

Spend If Profit Wanted

WHAT does big business think about the future? What are large business executives going to do about their advertising plans for the coming year? These questions were asked recently by an advertising research organization. Question sheets were sent to 256 national advertisers asking as to their appropriation to be spent for advertising in 1931. The replies were tabulated and results reported as follows:

121 (47%) will repeat their 1930 appropriation.
60 (23%) will increase their appropriation.
14 (5%) will decrease their appropriation.
61 (24%) did not reply.

Note carefully that only a very small proportion of the rather imposing list of large national advertisers state that they will decrease their appropriation next year.

Large business enterprises have discovered as a result of the compilation of much collective experience on the subject that the item of expense last to be cut or eliminated should be advertising.
Take the example of the American Tobacco company this year. A year ago, right in the face of the famous stock market crash, this huge concern announced a substantial increase in its advertising budget for 1930. What has been the result? The gross business done by this company for the first half of the year was the greatest in its history and its net profit exceeded all former figures for a like period. In other words the American Tobacco company used advertising as a bridge over the general slump, suffered by business. Aggressive selling methods, sincere effort at hunting out new markets, higher markets and increased sales are excellent remedies for depression.

CENTURY GIVES GREAT CHANGE IN CURRICULUM

Modern Existence Richer Through Progress Made in Public School Instruction.

By EDNA POULSON

Of the Benson School, Roseburg

Are our lives richer than the lives of the people 100 years ago? This question brings to mind a review of the life of Horace Mann, wherein his school days are mentioned. In part it says: "The school of those days did not occupy the position of relative importance that it does today among the educational influences that provide the training of youth. He attended only a few weeks each winter to keep the sacred fire of knowledge alive. The curriculum included the barest elements: A small amount of mathematics; Noah Webster's 'Blue Book and Spelling Book'; and the 'New England Primer.' The only training for a larger, richer life came incidentally through his contact with his work, and his environment, including the village store, the shoemaker's shop and the 'meeting house.'"

What a vast difference in the curriculum then and now! Instead of reading, writing and arithmetic only, we find such subjects as art, music, literature, citizenship and health. Through these subjects bare facts are learned incidentally and the appreciation of their value to a richer and better life is stressed.

Teachers of today are constantly on the alert to find and perfect the extra curricular activities that will broaden the lives of those in their charge. She is reading professional material, attending schools of higher learning, and studying the general conditions of the lives around her.

It has been said that the job of training for life, which the school is expected to accomplish, is a complicated task, for life involves making a living; participation in that cooperative enterprise which we call government; living in helpful relationship with one's neighbors. In addition, we have the personal life of the individual, a life whose richness or poverty depends wholly upon the value to be found in the appreciations and satisfactions which are his. It is the task of the school to make life rich by placing the sense of values in these fields upon the highest possible plane.

Then by developing an appreciation for the finer and better qualities of life in our schools, are the lives of our citizens not richer than they were 100 years ago?

Editorials on News

(Continued from page 1)

tember 1, 1929, depression or no depression.

A good product, backed by aggressive and intelligent selling, is the story. This same policy, vigorously carried out, will increase sales of our fruit, vegetable, dairy and poultry products.

HERE is an interesting paragraph from the day's news: "The republic of Brazil today was under a formal provisional government instituted by decree, which abolishes all the legislative bodies, national, state and municipal, for the present."

Thus dictatorship, which has spread so widely in Europe since the war, reaches the western hemisphere. The war that was to have made the world safe for democracy seems to have slipped a cog somewhere.

WHY has dictatorship spread so widely in the disturbed days that have followed the great war? Here is the probable answer:

The people of the countries where dictatorships have been set up, suffering intensely from the evils that always follow great wars, distressed with existing conditions but not knowing exactly what to do about it, have started looking for MIRACLES.

So they elevate some man to the position of dictator, hoping blindly that he will be able to work a miracle and restore prosperity and happiness immediately.

HERE in this country, dictatorship stands no chance at all, because our people are too independent to take orders from ONE MAN.

But they still want something of the sort, and they are looking for a man who will do a miracle and bring about a new era of prosperity and happiness.

With all of this news of unrest and dissatisfaction throughout the world, there is one ray of light. History teaches that economic depressions are inevitable, and are always followed by better times.

When better times come along, as they will, unrest and dissatisfaction will evaporate and we shall be able to do hard work and solid achievement.

POLLY AND HER PALS

ON YER WAY HOME, GIT SOME WILD RICE, FAW, IM GONNA FATTEN OUR THANKSGIVIN' GOOSE ON IT!

WILD RICE? BE YOU KIDDIN' ME?

YOU JAPANESE IS A RICE EATIN' PEOPLE, DIDJA EVER HEAR OF WILD RICE?

NO SIR, SOUNDS LIKE A MISPRINT TO ME, SIR.

YOU WENT TO COLLEGE, ASH WHAT DO YOU KNOW ABOUT WILD RICE?

NOT A DANG THING, LINK!

US UNDERGRADUATES CONFINED OURSELVES EXCLUSIVELY TO WILD OATS!

Maybe I'm Wrong

By J. P. MEDBURY

LOVE may move mountains but you can do the job quicker with steam shovels.

Auto-Suggestion—Father never has to meet the payments on the car—they usually over-take him.

You're Right—No matter how high a man climbs in the world, his wife generally calls him down.

American Tragedies—The fellow who had his hair cut so short that everybody mistook him for his wife.

Wasted Energy—Spending a million dollars a year to give the neighbors the impression that you have money.

Take It Or Leave It—In some parts of the middle west the mud is so deep that the farmers have to jack up their cows before they can milk them.

Stop, Look and Listen—What this country needs is more good fashioned wives who won't live beyond their alimony.

Pitiful Cases—A traveling salesman died of heart failure the other day. He started to raise a Pullman window and it opened.

Social Outcasts—The absent-minded professor who could never remember to forget everything.

Our Own Vaudeville—Guide: That cannibal over there just ate his aunt. Tourist: Oh, he's an anti-eater.

Talks on Health

By DR. R. S. COPELAND

IN MOST of our large cities and towns today health officials and educational authorities are cooperating in a campaign for better health and greater public safety. In the past the schools have paid little attention to teaching the child how to live. Vast progress is being made in these matters.

The correction of physical defects after careful physical examination is the right of every child. The school should keep a careful record of each child. There is greater certainty than that the physical defect will be remedied.

We shall have a better race when such matters as personal hygiene and sanitation are made a part of every child's education. No boy or girl should go through life handicapped by physical defects and poor health. Many of these disabilities are curable.

Cleanliness of the body, care of the eyes, the teeth and all the organs are absolutely essential to good health and success in life. Tonics if actually diseased, and adenoids, if they are obstructive, should be removed. A child can not do justice to himself in his studies if he has infection from one or another source.

When your child complains of what you perhaps call "growing pains" the probability is that one of these hidden sources of infection is breeding rheumatism. With rheumatism comes heart weakness or interference of some kind. There are thousands of cases of so-called "rheumatic heart" among children from these causes. Some cases of heart disease discovered in later years can be traced back to childhood.

A complete physical examination of your child, either by the family or school physician, will determine whether the lungs and heart are in good condition. It will show, too, whether the child can exercise vigorously and normally, or whether care must be taken to save the heart from too violent activity.

"Athlete's Heart"

Only too often the athletic boy or girl abuses the heart until the muscles give way. Then there is a complete breakdown. This is a dangerous condition. It will show, too, whether the child can exercise vigorously and normally, or whether care must be taken to save the heart from too violent activity.

Going Against the Grain

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PIGGY WIGGLY

Saturday and Monday, Nov. 15 & 17

Beans	California Fancy White Beans	3 Pounds	23c
Dates	Fancy new crop Hallowi Dates	2 Pounds	25c
Three Minute Oats	Fireless cooked, new pattern premium	Large Pkg.	35c
Raisins	Market Day Special Seedless	4 lb. Bag	29c
Coffee	Piggly Wiggly Special. Steel Cut	Pound	29c
Powdered Sugar		2 1/2 Pounds	17c
Starch	Argo Corn or Gloss Starch	Package	8c
Marmalade	Sweet Orange Marmalade	Pound Jar	24c
Peaches	Fancy "All Gold" Sliced Peaches, No. 1 tall can	Can	14c
Mayonnaise	Rich and delicious	Pint	25c
Oats	Alber's Carnation Oats	Large Pkg.	21c
Coffee	Schilling's	Pound	43c
Fels Naptha Soap		2 Bars	11c
Citrus Bar Soap		7 Bars	25c
Onions		6 Pounds	9c
Carrots		2 Bunches	7c
Cabbage	Solid Heads	Pound	1 1/4c

We deliver orders of \$5.00 or more, sugar excepted. Small charge on smaller orders.

students, qualified under the law to regularly matriculate and attending the extension department during the past week; 2 cases of titled to state financial aid provided by law for the furnishing of readers.

The legislature of 1933 provided an appropriation of \$500 a year for the purchase of readers for blind students attending state institutions of higher learning.

12 PHOTOS—12 GIFTS

A personal gift that only you can give. Have your sitting made now. Roseburg Studio, Salaman Bldg. Phone 462.—Adv.

For sale or trade, new 1930 model A Ford town sedan, at big reduced price. See Tom Spencer, Roseburg Motor Co.—Adv.

CHAIN SYSTEM HIT BY SENATOR DILL

(Associated Press Leased Wire)

SPOKANE, Nov. 15.—Senator C. C. Dill of Washington said today "congress must pass legislation to meet the chain system of merchandising operating through investment trusts and holding companies."

Dill said in a newspaper interview "there is no law at this time whereby world-wide chain selling, something that is sweeping over business structures at present, can be curbed. The anti-trust law can't touch it."

"This chain system is controlling our banks, merchandise and public utilities. It is a system that will get around the anti-trust law. The 'electric crowd' are making

their proposition world-wide through the chain system.

"Congress and the president must correct this thing."

Phone 541-J 542 Fowler St.

Roseburg Cabinet Shop

E. S. Cocklebas, F. L. Cocklebas

All kinds of cabinet work—Cupboard Doors, Furniture Repairing, Truck Bodies.

We sell Upon Board and Veneer.

San Filing a Specialty

Phone 541-J 542 Fowler St.

SAVE WITH SAFETY

in your pocket, make plans

For a Clear Beautiful Skin

A smooth, soft-textured skin attracts and holds attention as nothing else will. Care Name Cold Cream, Skin Cream and Vanishing Cream

take away injurious grime and dirt and do not grow hair on your face. \$1.00 each. Care Name Face Powder, smooth, fragrant, blends perfectly with your complexion—\$2.00. Start using Care Name Toiletries now. Sold only at Rexall Drug Stores.

Nathan Fullerton

The Rexall Drug Store

Roseburg, Oregon

Wharton's Weekly

Vol. 1 Roseburg, Ore., Friday, Nov. 14 No. 50

Fencing time is here. Labor is cheaper and many need the employment. We have a good stock of American, the fence that has given good satisfaction in this locality for over 25 years. You take no chance when you buy this brand.

Our fresh stock of garden and flower seeds is in. Our new catalog is better than ever. Call for one or drop us a line and it will be mailed free.

Send your name in for our new seed catalog. We will mail it free.

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