ROSEBURG NEWS-REVIEW
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Roseburg, Oregon, April 23, 1921

THE SALES CLERK'S MANNER.

Perhaps the most distinctive difference between the forces of salespeople in big city stores and sales clerks in a community like Roseburg lies in their prevailing manner in dealing with the public. There is something about big city life that produces a dull, bored, and tired manner. The people in these big towns, living in that incessant whirlpool of faces, get weary of human contacts. Many of them pursue exhausting pleasures outside of working hours. The complaint is frequently made by residents of such cities, of the tendency among their store clerks toward a bored and often snappish manner. A great many of them hand articles over the counter in a careless way, and they do not seem to care whether you buy or not. No doubt the managers of these stores regret this attitude on the part of many of their helpers, and try to get them out of it. But it seems to be a spirit naturally created by the nervous strain of big cities. In a community like ours, the prevailing temper among the sales forces in the stores is one of pleasant enthusiasm, expressing their interest in their work, their desire to make good in it, their ambition to render real service to the public. They give the impression that they are personally interested in each customer, and are putting their mental ability into sale. The question of how to meet the needs and desires of each customer is regarded as a new and interesting problem worthy of their best thought and effort. All our stores of course are constantly training beginners who have to learn the principles of good salesmanship. But they are working toward the ideals suggested above, and under the good direction they get, they show a fine enthusiasm in their work, and will keep the stores up to a high level in this respect.

GOOD ROADS DAYS.

Many states and cities during recent years have had Good Roads Days, in which they asked all able bodied men to get out and do some work on the roads and help put them in decent shape. The results of these efforts have been highly satisfactory.

The demands for construction of permanent highways are so many and urgent and the costs of building are so great, that it is impossible to attend to all these needs at once. About all that can be done on many of these calls for help, is to haul on some good substantial material,and put the road in fairly decent shape for a few years. That kind of work can be done very successfully by volunteer road makers. But of course they need competent direction and good organizing. The volunteers should be carefully distributed as needed to the places most urgently requiring repairs, and each party should be under the oversight of some good road man. A well directed force of volunteer workers could do a lot to improve some of our rough highways. Efforts of this kind not merely improve the roads, but they give people better ideas of co-operation. Public work costs more in these times, because citizens expect everything to be done by public gangs and paid for out of taxes. If real estate owners would fill up hollows in the roads in front of their own places, it would take but little of their time, and they could save many bad holes from developing.

"Men should be taught as though you taught them not;" that, from Alexander Pope, is the golden principle of advertising. In other words, advertising copy gains potency from an emotional rather than from a logical quality—its best weapon is example, not precept—its method is suggestion rather than instruction. Suggestion is the basis of successful advertising. And what is suggestion? As defined by the psychologist it is the imparting of "an idea or emotion leading direct to favorable action." In fact it is the art of getting the other person to tell himself. Although the mechanics of suggestion are fairly simple, the art of suggestion is among the most difficult of arts. Suggestion is possible because the mind inclines to believe every idea, unless it is contradicted. The ideas that enter the mind thru suggestion are uncontradicted, and are, therefore, more fully persuasive.

President Harding's message called for a budget law, and congress without regard to party should co-operate in this reform. If each department has the power to go direct to congress and demand the appropriation that it thinks it needs, each one is sure to ask very much more than the people ought to be asked to pay. The tendency has proved strong to hand over enough to the departments so they can run along easily without much effort for economy. If the responsibility for the total amount appropriated is put in the hands of one authority, that authority will be in a position to say to the several departments that they must keep expenses down. This system will cut out superfluous appropriations that would get by with the separate departments clamoring for funds. And there will be more pressure from some responsible agency on the departments to run efficiently. As both political parties accept the principle of the budget, congress and the president should quickly agree on a good measure, and have it enacted at once.

There will be no annual strawberry carnival in Roseburg this year. Probably never will be again. The lack of interest displayed in this big annual event, and which means so much for the upbuilding of the community, has been lost through the efforts of those who seem to be averse to anything out of the ordinary in the way of amusement for the people at large. It seems to have reached that stage where every individual must be his own entertainer. Collectively it seems next to impossible to accomplish anything for Roseburg.

Then there is the man who aims high, but takes his eye off the sight when some woman passes by, just as he is about to pull the trigger.

It is easier to go down hill than to back up, but this is the point; you CAN back up.

Playing with love is like playing with a bulldog—harmless until it becomes serious.

If you are easily discouraged, you have no business trying to live.

WHY IS AN AMATEUR POET?

A cynic might declare that writing poetry is a disease which is born in the spring season. This affliction, once you have caught it, is very difficult to cure permanently. It is liable to break out more or less again during the year. An embryo poet has little mercy on the good "King's English" and the words of our own United States. What the poetic penner does to make words ryme is a crime deserving of penance. Of course, after undergoing a long siege of writing poetry and due convalescence, the patient poet may become a regular writer. Then his "stuff" may be classed as "professional". The column conductors and jokesmiths of the press, who themselves are subject to poetic outbursts, have written many humorous lines about would-be poets. In the "Topics of the Day" films at popular theatres such jokes provoke much merriment. Whether or not you "poetize" the following lines presented by the News-Review may inspire you to laughter.

Sign Never Fails.

Spring is here! How do you know
it?
Ah, those signs! They can not
bluff.
Now is writing awful stuff.—Ziff's Weekly.

She:—"John, why didn't you do a sonnet to me today?"

He:—"I did start one of your beautiful countenance dear, but then I thought how untrue it would be to speak of lines of your face."—The Princeton Tiger.

Co-Liperation.

Magazine Editor:—"Are your verses, 'The Kiss' original?"

Blushing young Poetess:—"Well not quite. 'The Kiss' was a collaboration."—Pittsburg Dispatch.

Editor:—"For Heaven's sake stop deluging me with your stuff. Isn't there anything that will dam this flood of poetry?"

Poet:—"Well, you just try putting a check on it and see."—Judge.

All in a Knot.

Tionette:—"Percy, the poet writes such 'twiney' lines."

Tony.—"You are stringing me."

Tionette:—"Not according to his poem, 'The Tie Up.'"—Rutgers.

"My heart is with the ocean" cried the poet, rapturously.

"You've gone me one better" said his sea-sick friend as he took a firmer grip on the rail.—Princeton Tiger.

Saved by Mail.

Poet:—"Dear Editor: What about my poem, 'Why do I live?'"

Editor:—"You live, Augustus, because you sent it by mail."—Vaudeville News.

Free Verse Writer:—"Ah, father, poets are born, not made."

Father: (angrily)—"See here son—Write all the durn rot ye want to, but don't go blaming me an' mother for it. We won't stand it."—Jersey—Journal.

STOP! STOP! STOP!
Paying Two Prices for Your Eats
Note the following suggestions:

Cafeteria Dinner
Specials :

Soup—05c
FISH (Baked or Fried) with Potatoes.....20c
(When on the market)

ROAST MEATS, Dressing and Potatoes.....20c
MEAT LOAF and Potatoes.....15c
HASH and Potatoes.....15c
MEAT STEWS.....15c
MEAT PIES.....15c
Potatoes.....05c Beans.....05c
Other Vegetables 5 and 10c

SALADS—10 and 15c

Apple Sauce.....05c Stewed Prunes.....05c
Canned Fruits.....10c

PIES (per cut).....05c CAKE [per cut].....10c
Bread and Butter, 05c

COFFEE.....05c TEA.....05c
Individual Milk.....10c

Our Short Order Menu tells a big story, too.
Big reduction on Short Orders.
A 5c PIE AGAIN A REALITY

Roseburg Cafeteria & Restaurant
W. R. Warner E. P. Woods

American Chorus Girls Challenge French Rivals

By EDWIN M. HULLINGER
(United Press Staff Correspondent.)

PARIS, April 23—The American chorus girl, whose beauty and graceful dancing have made her the envy of stage folk throughout the world, is to have a chance to measure up against the Parisian stage beauty for the first time as a drawing card for the Parisian theatre crowds.

An all-American musical comedy house, putting on exclusively American produced and American executed shows will be opened in Paris soon under the same management as the Follies Bergeres Winter Garden.

The Theatre Apollo, on Rue Clichy has been leased for this purpose and performances will begin in the near future. The theatre Apollo is one of the larger and popular Parisian playhouses. It will be remembered by many American doughboys as the Bal Apollo ,or it was converted into a dansant after the armistice.

It may also be remembered on account of a freak happening during a bombardment, when a bomb fell in through the roof during the performance and landed in the deep cushions of a fauteil, and nestled there quietly without going off or injuring a soul.

This will be the first time that an All-American theatre has tried to compete with French theatres in their own fields on a permanent basis.

Exponents of the American stage predict an immense success for the venture. Nearly everyone who has had an opportunity to compare the American chorus with the European stage equivalent, has been struck by the superiority of the former. The American chorus girls dance much better collectively and probably as well individually, and they are very far from being inferior in "pep" and vivacity, for which the French stage beauty is renowned.

French chorus girls frequently are graceful as individuals, but they do not know how to dance to gether. They lack that collective unity movement which has made the American chorus and drill teams famous the world over. Viewed from the gallery, the average French chorus resembles an American cast in an early rehearsal, before the director's sharp tongue has lashed the kinks out of the beauty line-up and has forced a stage full of dancers to move like one person.

The American colony in Paris is jubilant of the prospect of once more having to chance to slip into a first row seat for a feast of real beauty beauty and song.

Johnny Bull Is Taking His Census

(By United Press).

LONDON, April 23—John Bull is to number his household tomorrow, and Sunday evening will find Father John Citizen filling up census blanks who spent the night of April 24-25 under his roof.

Eleven Million census schedules have been distributed by 38,000 official enumerators, and they provide for households ranging in size from ten to seventy. A dozen questions are to be answered in regard to each person. The classifying and tabulating of the returns will take a special staff of 500 not less than two years to complete.

At the last census, 1911, the population of Great Britain was as follows: general, 45,370,530; England and Wales, 36,070,482; Scotland, 4,760,905; Ireland, 4,390,219; and the smaller islands 148,915. The value of the Irish census this time is problematical, as the Sinn Feiners have ordered it boycotted.

Prohi Officers Rouse Farmers Ire

SALEM, April 23.—That his ranch house was raided without a search warrant after he had been covered by a revolver, handcuffed, jostled, chided and cursed by anti-saloon league representatives, and that following a failure to find intoxicating liquor on his place he was marched to a neighbor's home where he was subjected to further indignities, were allegations made to newspaper men yesterday afternoon by Fred Schindler, well known Gervais farmer.

Mr. Schindler stated that he was first called to his door Wednesday evening by a man who gave his name as Bailey, and who claimed to have been sent for "booze" by Andrew Wachter, a neighbor of Schindler's.

"I haven't anything to sell you—I'm a prohi," Schindler says he explained to the officer. "Besides I think you're a stool pigeon."

A hasty denial followed this accusation, Schindler says. In due time the man, who was one of a party in an enclosed automobile departed.

It was several minutes later, Schindler says, after he had returned to a game of cards, that he determined to visit the Wachter place to ascertain whether Wachter had dispatched the visitor to his place. As he essayed to open the doors of his gagage, Schindler says he was accosted in a highly dramatic wild west fashion by a man who shoved a revolver and a flashlight in his face.

Resentful at being handcuffed, especially in view of the fact that he is at present undergoing medical treatment and is under the care of a physician, Mr. Schindler says he demanded that his arms be freed from the shackles.

"Don't get sassy with us," he says he was inconically warned by one of the officers.

At various times during the evening's entertainment, Mr. Schindler says, he was cursed roundly, thoroughly and well. When he failed to travel with sufficient speed to please his captors, his movements were accelerated, he declares, with jabs and prods.

This eight rooms, bath, basement and garage, newly varnished floors and woodwork and outside paint. Well located, convenient home with extra selected finish and modern built-ins. Price about thirty-five hundred, according to size of cash payment down. Balance like rent. Furnished or unfurnished, and with five passenger car if you like, and no extra cash payment. Place well worth $5000.00. Can be rented by year at $35.00 per mo. 306 Glenn St. Phone 451.

Speedy Action On Reclamation Bill Is Expected

WASHINGTON, April 23—May 2 has been fixed by the reclamation committee of the senate of which senator McNary is chairman as the date for the beginning of the hearing on the reclamation bill introduced by the senator from Oregon. Representatives of the American Legion and secretary of the Interior Fall will discuss the measure and the policy of this department.

Director Davis of the reclamation service will also be heard and many citizens interested in reclamation projects will also give testimony. Senator McNary said this morning that he expects to complete the hearings in a week, and feels certain that the bill will be favorably reported by the committee.

Senator McNary is gratified by the aggressive endorsement of the bill by the Stars and Stripes, that official organ of the American Legion, which in its last issue comes out in favor of the plan in a long article.

Congressman Smith, of Idaho who will have charge of the bill in the house believes that it will be speedily acted upon in the committee and expects to secure its passage at an early date.

CLASSIFIED COLUMN

ALL NEW CLASSIFIED ADVERTISEMENTS WILL BE FOUND ON LAST PAGE UNDER HEADING "NEW TODAY."

WANTED.

WANTED—Sheep and hogs for shipment, May 3rd. Phone 3-F31.

WANTED—Anyone having a sick room table, please address A. S., care News-Review.

WANTED—Middle aged woman wants housework, country or city. Address Box 2, Looking Glass, Oregon.

WANTED—Information as to the whereabouts of my auntie, Roma E. Gage. Also other relatives and friends please write. Jessie Center, 37 N. Madison St., Eugene, Oregon.

FOR RENT.

PIANO FOR RENT—Cheap. C. S. Heinline.

FOR RENT—Safety deposit boxes. Roseburg National Bank.

FOR RENT—Pleasant sleeping room. Privilege of bath. 311 Oak St.

FOR RENT—Furnished sleeping room, with bath. Inquire 211 Mosher St.

FOR RENT—Rooms and apartments. 327 West Douglas St. Phone 88-L.

FOR RENT—Furnished room with privilege of bath. 401 South Main

FOR RENT—Furnished bedroom, gentleman preferred. 222 West Douglas St.

MIDDLE AGED woman would like position to do housework or nursing. Phone 492-J.

FURNISHED APARTMENTS — $8 to $20 per mo. Also rooms 50c, 75c and $1.00. Roseburg Apts. Phone 497.

MISCELLANEOUS.

TAILORING, dressmaking of all kinds. Phone 187-R. Mrs. Guthridge.

LET US FIGURE on your plumbing and heating. Jobbing a specialty. Wach & Scott, 220 West Oak Street. Phone 228-L.

I WILL PAY $5 for information of suitable, close in, housekeeping apartments, with bath, garage if possible; not near the track and no hills to climb. Phone 333.

HAVE in the neighborhood of $4000 to buy a ranch; don't want less than 30 acres; must have liveable buildings and must be on good road, not too far from some town; also wood and plenty of water. What have you and what is your least cash price. Am in a hurry, so be prompt. Answer M. P., care News-Review.

LOST AND FOUND.

FOUND—Pair of spectacles. Owner may have same by calling at this office and paying for adv.

FOR SALE.

FOR SALE—Kale seed. Phone 3-F11.

FOR SALE—Watkins products. 126 West Lane.

FOR SALE—Loganberry plants in field $25 per thousand until May 1 only. J. A. Archambeau.

FOR SALE—Registered O. I. C. sow, 18 months old, wt. 300 lbs. or more. Also 7 four-months-old schoats, wt. 75 to 100 lbs. Robert McKay, Brockway.

FOR SALE—5-room bungalow in good condition, lot 40x110, at Green station, on Pacific highway, 4½ miles from Roseburg. Why pay rent when you can secure this property at a bargain. Phone 28-F2 at once for particulars.

FOR SALE—Cedar chest. 111 Pine St.

FOR SALE—Dodge touring car. Service Garage.

FOR SALE—3 good cows. R. L. Rice, Ten Mile, Oregon.

FOR SALE—50 White Leghorn hens cheap. 501 North Jackson St.

FOR SALE—Good 1½ wagon. R. L. Ellis, Roseburg, 2 miles west.

FOR RENT—Two furnished housekeeping rooms. Phone 69-J.

FOR SALE—17 White Leghorn laying hens, 2 setting hens. Phone 14

HAY FOR SALE—Rosebrook Orchard Tracts. Fred Fisher. Phone 16-F2.

FOR SALE—Finest of corn fed country bacon 26c per lb. Phone 3-F11.

FOR SALE—On installment plan house, close in. Call at 409 Oak St.

FOR SALE—Protectograph check writer, good as new. Inquire at News-Review.

FOR SALE CHEAP—Full blooded Collie pups. John Abene, Sutherlin, Oregon.

FOR SALE—One family cow and cream separator. F. Schmitt, Tillard, Oregon.

FOR SALE—1 white iron bed complete; 1 white enamel bedstead. Phone 454.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. Simply Grocery. Phone 43.

FOR SALE—3 passenger Studebaker. Bargain if taken at once. 401 West Douglas St.

FOR SALE—Springs, mattress and bed; round dining table and chairs. 207 No. Flint St.

LOOSE oat hay for sale in barn. Elton. Lewis Parker, on Barnes ranch, 4½ miles east.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. West Side Grocery. Phone 28.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. Roseburg Produce Co. Phone 279.

FOR SALE—Small 5-room house on lot. Cheap for cash. Inquire at 115 N. Jackson St., Roseburg.

FOR SALE—Federal truck, good as new. Phone J. C. Royer, 194-L, or call at 312 East Cass St.

FOR SALE—100 tier of old growth black wood. Good road. At per cord. Gus Lindblom, Dixonville.

FOR SALE—Have purebred Shorthorn male, papers with same. Also good work horses. Winchester Ranch 15.

FOR SALE—One of the best touring cars in Roseburg, Auburn Beauty Six. Will trade for cheap car. See Geo. Shanks, O. K. Garage.

FOR SALE—Practically new Dodge, run less than ten thousand miles, new tires, windshield deflectors, etc. See it at Service Garage.

FOR SALE—Buick 4, model 1917, first class mechanical condition, good tires on car, 3 new tires. Price $350. D. Coon, Dillard, Oregon.

FOR SALE—An attractive little home, modern improvements, large lot, ideal location. Price right. Address 1141 Harvard Ave., West Roseburg.

FOR SALE—Maxwell, delivery 1920, first class condition. Just overhauled. Very reasonable. Soap it today at once. No. 1119 Military St. Phone 183-W.

FOR SALE—Two houses and two acres of ground. Will sell one house and one lot or all together, a bargain and good terms. Phone evenings 28-F2.

!!! CAPONS !!!
Valentine's unexcelled capons in instruments, descriptive circular on request. Sold and recommended by Vosburgh Bros.

FOR SALE OR EXCHANGE—Stock ranch on good county graveled road, 3 miles out, good water, good fences, or will consider a smaller place. Good buildings, well fenced, good timber, clearing fenced. Good timber on place and not far from market. Address No. 4, care News-Review.

FOR SALE—Chevrolet touring car, 1920 model, equipped with bumper, etc. Fine condition, new tires, others good. Looks and runs almost like new. Priced right for quick sale; part cash, balance monthly payments. Address Box 31, Winchester, Oregon.

FOR SALE—Team well matched for chevons, weight about 3000 lbs., good condition and absolutely free from pull. One a purebred Percheron stallion, sure foal getter and good breeder; other a grade mare. If you want a A-1 pair of horses, it is worth your while to see them. Camas Valley, Oregon.