

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, FRIDAY, MARCH 30, 1923.

THE PLAUSIBLE PEOPLE

Salesmanship is an art that is being given much attention in business life now, but the idea should be emphasized that plausibility and smart talking do not produce permanent results. Some people show some ability in sales work because they are such smooth and easy talkers. They are plausible and can persuade folks to do most anything. But if they fail to give real service and give the public the benefit of useful information about their product, they do not build up a permanent position for themselves. Some years ago a young man who worked for a certain small shoe factory had this fatal gift of plausibility. The concern used to send him out twice a year with a load of sample shoes to sell from door to door in the outlying districts. These samples were mostly men's shoes of seven and eight size. If this fellow found a man who would ordinarily have about a nine size foot, he would persuade him to buy one of the eight size shoes, by telling him that his stockings were very thick or that his feet were sweaty, and that under ordinary conditions the shoe would fit. Then he would induce a man who had a six size foot to buy a seven size shoe, by telling him that if he would get inner soles and put them inside, the shoes would fit. Thus by his ready plausibility he was frequently able to sell stuff to people who were not well pleased with the purchase afterward. No one makes a real success in business except by supplying people with the thing that gives permanent satisfaction. It has been the spirit of the stores of Roseburg that they have made it their first effort to give good service, to supply the public with merchandise that would meet their needs and have discouraged effort to sell goods by plausibility and smart talking.

Merely an incident in the semi-socialistic program of the North Dakota Non-Partisan League was the state guarantee bank deposit law. It was an act to create a fund by assessing all state banks to pay depositors in state banks that failed through mismanagement, dishonesty or otherwise. Since the law was enacted, 70 state banks closed; in two, deposits were paid in full, 19 were reopened and 49 busted state banks with their deposits "guaranteed" by state law are owing their depositors from \$5,000,000 to \$7,000,000. These unpaid deposits are supposed to draw interest at 5 per cent, or from \$250,000 to \$350,000, is added annually to their liabilities, while the guarantee tax at the outside would produce \$25,000 a year. It will be seen that under its most favorable operation the state guarantee law would fall short of paying the interest alone, while the principal amounting to from five to seven million dollars, will constantly increase under the operation of the state guarantee law. This law is an incentive, a bootstrap-lifter to bring fake bankers into the state. It has failed in Washington as well as North Dakota, and is one of the semi-socialistic rainbow myths, intended to produce honesty and competency in business where it does not otherwise exist.

In a certain town that could be named, the main line of travel is faced by a succession of attractive and cheerful looking dwellings. But just as this street approaches the business center, it passes a group of run down houses. The tenants thereof, depressed by the dismal character of these dwellings, make no effort to keep them up. The result is to lower the character of that town—almost all the people who go through the place are unfavorably impressed by these few decadent homes. Seemingly it would pay some of the folks who own nice houses on that street to buy those forlorn properties, clean them up paint them and encourage the tenants to keep them in good condition. Their own property would gain from such a change, which would help the whole place. Many towns have similar conditions that call for action.

Doing your best is poor if it causes somebody else to do his worst.

Better a weeping pessimist than a smiling hypocrite.



THE VILLAGE RHYMESTER

by Carlyle Emery

Dear Folks:

When the postman passes by your house with "Not a thing today." If you're human like the rest of us, you're bound to turn away with a sense of disappointment, tho you had no one in mind who'd be writing you a letter or a card just to remind you that miles make little difference to friends who like to chat, and to pass along the news about the place they're stopping at.

For there's magic in an envelope that's sealed and marked for you, and you wonder what is in it as you quickly tear it then, then you settle back in comfort while the letter you unfold, reading every word that's in it 'til its message has been told.

Many Mothers sit and wonder why their boys and girls don't write, waiting vainly for the postman with a letter to delight and to cheer them in their loneliness and they're the ones who know what it means to see the postman come along and quickly go with his "Sorry, not a thing." And yet, they'll bravely smile with the thought tomorrow will be here in just a little while.

Is there some one who is waiting, with a faith that never fails, for a word from you they're positive each day is in the mails? If there is, go get your paper, and your pencil or your ink, then get busy and be thankful something made you stop and think

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS

Only a couple days
Till Easter and we
Suppose you have
Laid in your stock
Of ham and eggs
For the occasion and
We hope that you'll
Not be disappointed
In the eggs.

DUMBBELL DORA THINKS

That Muscle Shoals is a wrestler.

Now comes the authorities and again
Knocks little Roddy Valentino's love
dream in the dome. They declare that
the sheik's latest marriage is again
illegal. "Stuff to be a movie star."

Heck folks, ain't it turribul to hafta
work on a day like this?

PASS IT ON—

If you get a friendly boost, pass it
on; there's more room upon the roost,
pass it on. Do you think because
you're up and can drink the victor's
cup other folks don't want a sup-
per? Pass it on. Some day you may take
a fall from your perch and for help
you'll loudly bawl and you'll search;
then if you have passed folks by they
will wink the other eye, let you kiss
yourself good-bye in the lurch. If you
get a friendly smile, pass it on;
miles will scatter rage and bile, pass
it on. No one likes the chronic
grouch, who spreads gloom from couch
to couch, but for he who smiles they'll
vouch. Pass it on. If some erring
pilgrim slips, lend a hand, don't
indulge in gibes and quips—any brand.
Mortal man is prone to err, so don't
cast the slimy slur; be a white man,
not a cur. Understand? If your neighbor
in his biz makes a stake, greet
him with a friendly phiz and a shake;
do not lug your hammer out and pro-
ceed to lay about, be a wise and
friendly scout, Pete or Jake. And if
good things come your way, pass 'em
on; they'll return some day, pass 'em
on. Folks who live for self alone when
they croak will quick be shown down
to Nick's sulphuric throne. That's no
con.

FOOLISHNESS.

He held a lovely hand one night—
("Twas almost break of day)
He held that charming hand in his—
Then hurried the hand away!
He did not break the maiden's heart
But almost broke his own—
The hand was aces full on jacks,
But four large queens were shown!

The Roseburg mossbacks and knock-
ers won't need any tombstones over
their graves. All they'll have to do
is to let their heads stick up.

EASTER HINTS.

Why not be unique an original in
planning your Easter bonnet, girls.
Our idea of a clever little rig is a hat
with notches in the side to let the
ears stick through.

"The wild ass of the desert," says
an Asiatic explorer, "runs in bands
and brays terrifically." No need to go
to Asia—plenty of that variety right
here in town!

NOT SO POPULAR.

Lounge lizards.
Gake eaters.
Umpires.
Referees.
Hikers.
Most home-brew.

Dog fights may be brutal—but, any-
how, you know your dog won't frame
it in advance, and won't throw the
fight, no matter how much is offered
him.

There have been boncheards and
dumbells from the earliest ages. What
else was Adam?

The preachers are ehining of their
celluloid collars this week in prepara-
tion for Easter Sunday.

At the next local legion meeting
Rudy Ritzman, the hottie-scarred, we
mean battle-scarred, hero, will deliver
his famous oration on "Why monkey-
meat."

OUR NATURE LESSON.

Three species of ferocious spotted
animals:
Leopards—Hyenas—Diel

Have you munched your Hot Cross
bun today?

Gawge Neuner has returned from
Portland where he attended a banquet
for the purpose of getting a taste of
that famous fruit, broccoli.

Do you want to give someone a dirty
look? Splash some mud on your
glasses.

A flock of birds alighted on Jackson
street this a. m. and followed one of
John Ferguson's delivery wagons down
the main street picking up the remnants
of a spilled package of oatmeal.

Henry Jackson was excused from
leading the choir at the church last
Sunday. He left off the barn and
broke both legs and three ribs and his
shoulder blade.—Tanworth Pa. Chron-
icle.

Leaf Pickins Day:
"Sunshine brings out the good in a
feller a darn sight better'n moon-
shine."

STATE PRESS
COMMENTS

ANOTHER SPEED RECORD

The other day in Los Angeles,
Cliff Durant broke the automobile
speed record by driving a car several
miles at the rate of 118 miles an
hour.

Perhaps a normal comment on this
statement would be, "what of it?"
Speed records have ceased to
thrill. Everybody knows that a mo-
tor car can go fast—faster, than a
locomotive. But everybody knows,
too, that a motor car cannot go as
fast as an airplane, by a long shot.

For great speed, when speed is
useful, people take to the air now-
adays, and will do so more and more.
Speed on the ground happens to be
more thrilling, because the speeder
and the spectators are more con-
scious of the motion and because it
is more dangerous.

Motor racing formerly served a
useful purpose in the development
of the automobile. It has become
a frenzied sport, somewhat more
dangerous than bull-fighting and
hardly more useful.

Nobody would have any business
going 118 miles an hour, or half that
fast, on any public road, and no sen-
sible person would do it. What is
wanted now is not fast cars but cars
made as safe and durable as pos-
sible. There is still room for pro-
gress there.—Albany Democrat.

A CHANGE

The accumulating happenings of
the past few months, in their bear-
ing on the highways of Oregon, are
now reaching a climax which has a
disquieting significance for the fu-
ture. Let us state a few of them
without special comment, since they
convey their own lesson and any-
one who runs may read.

First: The election of Mr. Pierce
carried with it an avowed purpose
to change the personnel of the high-
way commission, an efficient re-
sponsible and highly intelligent body.
Mr. Barratt retires and Mr. Doby
succeeds him. Mr. Veon resigns and
Mr. Van Duzer is named in his place.
Mr. Van Duzer's appointment is
widely acclaimed as fit, but he is not
disposed to accept, for urgent pri-
vate reasons. Mr. Booth desires to
retire, but is held on the job by a
sense of public duty, until the gov-
ernor can decide on someone in his
stead.

Second: Mr. Nunn resigns as chief
engineer, an indication of his under-
standing, shared by the public, that
a complete organization—a revolution
—in the highway department is im-
minent.

Third: The governor shows a
strong inclination to appoint as
members of the commission certain
of his immediate political followers.
Fourth: Sundry automobile deal-
ers threaten a referendum of the ad-
ditional gasoline tax (one cent
per gallon), with the immediate re-
sult that the highway programme
is badly disturbed and the award
of a number of contracts held up,
thus delaying and perhaps defeating
the linking of trunk highways.

Fifth: The governor of Oregon,
who under previous administrations
has not interfered with the highway
department, either in management
or in personnel, or in policy, now
evinces an intention to require the
commission—his commission—to fol-
low a programme devised by him.
These do not tell the whole story
but they tell enough.—Portland
Oregonian.

CHANGING CLIMATE

There may be something after all
in the belief of some of the older citi-
zens of Coos Bay that our winter
seasons are "not what they used to be."
Weather men find, by studying the
records, that the climate of Chicago,
for instance, is not now what the
climate was half a century ago 250
miles south of Chicago. Testimony
shows that this is not peculiar to the
Mississippi valley alone, but that the
climate all the way across the contin-
ent is changing with every section of
the United States affected.

But, regardless of whether the win-
ter months are growing warmer, or
whether they are as cold as they used
to be, we are always thankful to see
the days getting longer, to note that
the seed catalogue is again in our
mail box and to feel that annual "gar-
den-making fever" mounting in our
system. We've been more or less
housed up for a spell now, and like a
young colt kept long in the stall, we're
anxious to get out and run around a
little, sort of kick up our heels and
work up a sweat.

Only a few windy days now until
we'll be welcoming spring. We'll be
fixing for good things from our own
gardens. It's hard work getting them
started, and keeping the weeds from
taking them away from us once they
are started. But it's worth the work
and worry.—Coos Bay Times.

OFFICIAL FILINGS

(Compiled by Douglas Abstract Co.)

52839. Bill of Sale, Dayton
Pump & Mfg. Co. and A. B. Ridge-
way.

52840. Sub. Mfg. P. J. Edwards
to Truman H. Richardson, 27 M page
14.

52841. W. D. John, P. Newman
to 1st Baptist church Canyonville
to transfer 1st M. E. church Can-
yonville, \$250.00.

52842. Charlie Mfg. \$175.00.
George R. Evans to A. E. Davidson.
Mules.

52843. W. D. Eugene S. Lowe
to Ernest Lowe, \$2500.00.

52844. Sub. Mfg. Farmers, So-
curity bank to Samuel A. Wilson,
28 M 194.

52845. Mining Lease.

52846. Mfg. A. T. Lawrence to
Nancy Kirk Lawrence, \$2500.00.

52847. Affidavit, Elsie G. Wilson
Labor mining claim.

52848. Mfg. Ada M. Sowersky, to

fresh
from the
factory
Fuxedo
FRESH
TOBACCO
now 15¢
ROLL YOUR OWN WITH
Ria La Croix Papers Attached

Imp. Sav. & Loan Assn. \$2250.00.
52849. W. D. F. A. Fields to M.
A. Jones, \$10.00. Lot 14 blk. 92
4th Southern & 4th Roseburg.

ASCALON COMMANDERY—

Will hold its Easter Service at the
Masonic Temple Sunday at 3 o'clock.
All Sir Knights are requested to re-
port by 2:30.

W. C. HARDING, E. C.

LOST CHILDREN FIND
THEIR WAY HOME

Over one hundred weathers last
night combed the woods east of
town for several hours in search of
Dale Evans, aged six years, Betty
Sether, aged four and one-half years
and Arthur Nerbas, also aged four
and one-half years. The children
left home early in the afternoon and
went on the hill nearby to pick
flowers. The evidently became lost
and wandered back for about two
miles. About 8 o'clock they suc-
ceeded in finding their way back
home, slipping through the line of
searchers unnoticed. Although very
tired they were none the worse for
their experience and were little
frightened although they admitted
that they had been lost. When they
failed to show up for the evening
meal their parents became worried
and after inquiries learned that they
were seen going toward the hill.
Searchers were called and several
hours were spent looking for them.

EASTER GREETINGS

Say it with bulbs. Finest mixture of
ruffled gladioli, \$1 per doz. Also few
choice named varieties, for sale at
Red Cross Pharmacy, or 924 Military
Avenue.

AUTO STAGES TO COAST
TO START TOMORROW

Arrangements have been made
whereby the Coast Auto Stage Lines
will operate daily stages between
Roseburg and Marshfield starting to-
morrow. The coast road between
Bridge and Camas Valley has been
closed during the winter but the
warm weather of the past few days
has dried the road out sufficiently
to permit a small amount of traffic.
The stage lines will operate only
one stage each way daily to take care
of the passenger traffic. The stage
will leave the Umpqua hotel each
morning at 8 o'clock.

BROCCOLI GROWERS ATTENTION

Will fill all orders for broccoli
seed the day received. Per ounce
\$2. Price per lb on application, Fred
Schmidt, Ellard, Ore.

CAMPBELL'S ARE POPULAR AS
AMERICAN GOLF INSTRUCTORS

(International News Service.)
LONDON, March 30.—The Camp-
bells are coming!

Perhaps it would be more accurate
to say that another Campbell is com-
ing, since four of them already are
here. The fifth is en route.

Four of the Campbell brothers are
now employed as golf professionals in
the United States. Andrew is with
the Springhaven Country Club at

Lillies for the
Home

LET the spirit of Easter beam
in your home. Nothing will
signify its meaning more than
suitable lillies for the occasion.
Cared for tenderly and fresh as
the morning dew, these flowers
await your approval. Let us
deliver them to you.

The Fern

I. O. O. F. BUILDING
PHONE 246

Old King Tut Would Have Liked 'Em

Hot Cross Buns

Made from the oldest of the old recipes for these
delicacies, and Electrically Baked to meet the exact-
ing requirements of this modern age. Ask us
about these Hot Cross Buns, or about anything
else in the bakery line you may want.
Try our Life O' Wheat Bread

The Model Baker

Phone 35

Philadelphia, John with the Old York
Club at Philadelphia, Alec with the
Cincinnati Golf Club, and Matthew
with the Manchester Club at Boston.
David, who has been an assistant
professional at Glenageary, sailed a
few days ago for Philadelphia.
Some enterprising American club

LET'S GO!

Merchandise Shoot

By ROSEBURG ROD AND GUN CLUB
Roseburg, Oregon

Easter Sunday, April 1st, 1923

Two Traps in Good Working Order

75 Hams, 25 Bacons, and Other Merchandise Plus
One Special Event, 25 Birds Also a Team Shoot

BRING ON YOUR TEAM

22-Calibre Rifle Shooting Also. Good Lunch at Club
Shoot Starts Promptly at 10 o'clock A. M.

COME ALL!

LOWEST
PRICES

In the History of the
Ford Motor Company

Chassis - \$235

Runabout - 269

Touring - 298

Truck Chassis 380

Coupe - 530

Sedan - 595

All Prices F. O. B. Detroit

At these lowest of low prices and
with the many new refinements,
Ford cars are a bigger value to-
day than ever before. Now is
the time to place your order
for reasonably prompt delivery.
Terms if desired.

C. A. LOCKWOOD MOTOR CO.
ROSEBURG, OREGON