

# Women Shoppers Are Best Value Hunters; Buy Better Than Men

A woman shopper is more easily "sold" than is a man. She is a better shopper. She displays judgment. Invariably she buys values, rather than price tags. And, provided she is accorded the fair measure of professional attention that she demands, she makes the transaction far more pleasurable to the clerk than does the male. Finally, contrary to the popular belief, you don't have to show her everything in the store. She knows pretty well what she wants, and she buys more freely than a man.

**Better Judgment Shown.** This from Salem clerks. You can learn about women from them. "I had far rather wait on a woman than a man," said one merchant, a salesman for many years who is now the proprietor of a local store, this afternoon. "I'll tell you why. I like to deal with intelligent shoppers. Women show far better judgment than men."

"A man will come into the store. He will ask to see a shirt. Several are shown him. He asks the price and is told they are \$5. "No," he will say, without examining the shirts, "I want about an \$8 value." And, in consequence, he will get the more expensive of the two shirts regardless of their respective worth.

**Knows Her Mind.** "But a woman? Not much! She tells you she wishes to look at a good shirt. You show her the \$5 one. She examines it painstakingly. She scrutinizes the button holes, the cuffs, the collar. But she doesn't, at first, look at the brand or the price mark. She probably will ask to see some other shirts and she will compare them—their quality—with the \$5 one. Then she will ask the price and eventually will take the one she believes to be the best buy."

That the average clerk who experiences difficulty in "selling" women does so because he has the wrong attitude toward her—because he assumes a neigterger, unyielding mign—is the belief of this salesman-proprietor.

**Women Buy More.** "You can't throw goods at a woman shopper," he said. "In that way women are different from men. If a man buys a collar he names the size and brand he wants and expects you to wrap it up. Don't try that stuff on a woman. She wants the collar displayed, she wishes to know that Harding or Chaplin or somebody wears one like it, and then she's satisfied. When she does get the collar, she probably will buy twice as many of them as would the male customer."

Three men salesmen of Salem insisted today they would much rather wait on women than men. Each of the salesmen is a leader in his line and each has had many years of experience. How far does that go toward knocking the age-old argument concerning their

## Teachers Discuss County Unit Plan

Dallas, Or., Dec. 13.—The county unit system was the principal subject discussed Saturday at the annual meeting of the Polk county school officers in the Dallas court house.

J. A. Churchill, state superintendent of schools, argued at length in favor of the proposed plan, holding that better administrative and educational results will be obtained if the county becomes one big school district, in effect. G. A. Peterson of the Valley View district talked on the same subject, giving arguments both for and against the plan.

G. A. Peterson and C. L. Starr, the latter now from Portland but an old county superintendent here, took the opposite sides on the question as to whom should be permitted to take part in school elections. Mr. Peterson contended that as the property owners pay the cost of maintaining the schools they should have the say. But Mr. Starr held that voters really pay not only the taxes, but also insurance, etc., and a profit to the owner of the property, and has as much right to participate in such elections as the freeholders themselves.

County Superintendent Willis explained the new record books that must be used by the clerks, and which are audited each year.

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tendency toward haggard, irritability and pettiness into the old cocked eady?

**Farmers Are Different.** What class of persons, in and around Salem, is the most difficult to sell?

Farmers. "Unquestionably farmers are the most wary, take the most time," one of the salesmen said. "The reason is fairly obvious. In the past it was considered good business to pass off most anything on the stranger in town. Farmers were held to be somewhat gullible and a smooth 'line' and cheap merchandise was shoved in their direction. In the past they were stung on many occasions. Now they take no chances."

## Rosedale Notes

Rosedale, Or., Dec. 13.—Miss Lois Hampton spent the week end at home.

C. A. Cole and family visited at the home of C. J. Coppock of Cloverdale Sunday, December 4.

Mrs. J. D. Alexander has been sick for a few days.

The 18-months-old baby of Mr. and Mrs. Hampton had a very serious accident a few days ago. The spring from its baby jumper fell and struck it on the head and an operation was performed at the Deaconess hospital and at present writing it seems to be recovering nicely.

Miss Dorothy Cole invited a few of the young people in to spend the evening Saturday night. About a dozen were present and had a pleasant time.

## Dallas Team Wins

Dallas, Or., Dec. 13.—Outplaying their opponents in every department of the game, the fast Dallas high school quintet defeated Falls City high school at the armory Friday night, annexing their second basketball victory of the season.

Monmouth, Or., Dec. 13.—The Dorcas society of the Christian church held a bazaar at the city hall Saturday. Cooked food, lunches, candy and articles of all kinds made by members of the society were sold and \$113 was taken in.

## Ring, Watch, Money. Stolen by Thieves From Salem House

A comparatively small haul was made by burglars who last night entered the home of B. L. Earl, 1959 Center street. A man's gold watch, a woman's ring and about \$2 in change were stolen by thieves, according to Mr. Earl's report to the police.

The house was unoccupied at the time the burglary was committed. When members of the household returned about 8:20 o'clock, they found the doors standing wide open.

## Propose Loan Fund As Memorial to Late Normal Head

Oregon Normal School, Monmouth, Dec. 13.—Plans for the establishment of the Ackerman loan fund as a memorial to the late educator and president of the normal school, were formulated at a recent meeting of the faculty. Various plans were discussed but it was felt that Mr. Ackerman would have wished for nothing better than a fund to assist needy students to obtain a normal training. The faculty committee appointed to take charge of the fund is making plans for a campaign which will give the alumni of the normal school and other friends of Mr. Ackerman an opportunity to contribute.

Three hundred dollars left by the student body of the last summer school to be used for memorial purposes will be added to the fund.

All money left over from the various student body activities will go to the loan fund according to an amendment to the student body constitution, enacted recently.

## Ulster's Hate For Irish Rule Downs English Aversion

London, Dec. 13.—(By Associated Press.)—Notwithstanding the bitter feeling in Ulster against England, the great majority of the people are again going under the Dublin parliament, says the Belfast correspondent of the Morning Post.

The business community and people generally, he says, are "smarting under a sense of irreparable injury" to a degree not experienced for a period of 150 years. The toast to the king has been expunged from the programs of impending functions.

## \$14,783,000 Spent By State For Education

A total of \$14,783,718.43 was expended in the education of the 160,924 boys and girls attending the public schools of Oregon during the year ending June 30, 1921 according to the annual report of J. A. Churchill, state superintendent of public instruction, just completed.

Of this expenditure \$7,681,287.55 was paid for teachers' salaries, the remainder going to maintenance and the construction of 55 new school buildings.

Of the total enrollment in the schools 80,731 are boys and 80,193 are girls, a total gain of 12,512 over the enrollment of the previous year. Boys outnumber the girls in the first seven grades but in the eighth grade and thru out the high school the girls are in the majority.

The 241 high schools in the state show an aggregate enrollment of 29,235 for the year, an increase of 3229 for the year previous. By grades the enrollment is given as follows: Ninth grade, 5113 boys, 5620 girls, total 10,733; tenth grade, 3353 boys, 4073 girls, total 7426; eleventh grade, 2319 boys, 2784 girls, total 5103; twelfth grade, 1634 boys, 2387

girls, total 4021; unclassified, 650 boys, 1302 girls, total 1952.

Women teachers in the schools numbered 5858 as compared with only 1057 men in teaching positions. The average monthly salary of the men was \$166.79 on the basis of eight months of school while the average salary of the women teachers was \$122.59.

Every district in the state is required to maintain a minimum term of eight months of school. In 862 districts there were nine months of school and in 72 districts a ten month term was maintained.

The average daily attendance is shown as 94.8 percent of the total enrollment, described by Mr. Churchill as a most remarkable record.

The report shows that there are 92 private schools in the state employing 552 teachers and with a total enrollment of 13,031 pupils.

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