

**The Santiam News**

PUBLISHED EVERY THURSDAY BY  
L. W. CHARLES

Politically Independent

ALL HOME PRINT

Entered at the postoffice at Scio, Ore.,  
as second-class mail matter.

**SUBSCRIPTION RATES:**  
One year in advance .....\$1 25  
One year, at end of year..... 1 50  
Six months in advance..... 75  
Three months in advance..... 50  
Single copy in wrapper..... 06

**ADVERTISING RATES:**  
Card of thanks ..... 50  
Special obituary notices, per line... 06  
Extended wedding comments,  
per line ..... 06  
Display ads, to be changed weekly  
if desired, one column wide  
each insertion, per inch... 15  
Business locals per line ..... 06  
Long time standing ads, contracts  
made on application.

Your Subscription expires on the date stamped  
in the space below. Please renew at once and  
get the benefit of the 51.25 rate

Hereafter the News will go to press  
early Thursday morning. All adver-  
tisements or other matter for publica-  
tion must be received at this office not  
later than Wednesday noon.

**ONE YEAR FOR ONE DOLLAR**

As a special inducement for  
new subscribers and renewals,  
one year's subscription will be  
given to the News for one dollar.  
Those who are in arrears may  
have their time extended one  
year by paying up to the present  
at the old rate and one dollar ad-  
ditional. This offer is good only  
until June 1, after which the pa-  
per will be \$1.25 as heretofore.

**WHEN TO ADVERTISE.**

There's nothing on earth so  
mysteriously funny as an adver-  
tisement. The prime, first and  
last, and all-the-time object of  
an advertisement is to draw cus-  
tom. It is not and never will be  
designed for any other purpose.  
So the merchant waits until the  
busy season comes and his store  
is so full of customers that he  
can't get his hat off, and then he  
rushes to his printer and goes in  
for advertising. When the dull  
season gets along and there is no  
trade, he stops advertising. That  
is, some of them do, but occasion-  
ally a level-headed merchant does  
more advertising and scoops in  
all the business, while his neigh-  
bors are making mortgages to  
pay the rent. There are times  
when you couldn't stop people  
from buying everything in the  
store if you planted a cannon be-  
hind the door, and that is the  
time when the advertisement is  
sent out on its holy mission. It  
makes light work for advertising  
for a chalk sign on the sidewalk  
could do all that was needed,  
but who wants to favor an adver-  
tisement? They are built to do  
hard work and should be sent  
out in gull days, when a customer  
has to be knocked down with  
hard facts, kicked insensible with  
bankrupt reductions and dragged  
in with irresistible slaughter of  
prices before he will spend a cent.  
That's the end and aim of adver-  
tising and if you ever open a

store, don't try to get them to  
come when they are already stick-  
ing out of the windows, but give  
them your advertisement right  
between the eyes in a dull season  
and you will wax rich and own  
a fast horse and perhaps be able  
to buy a cigar once or twice a  
year. Write this down where  
you'll fall over it every day—the  
time to draw business is when  
you want business, and not when  
you have more than you can tend  
to already.

One of the peculiarities of the  
present political situation is the  
sudden silence of the financial  
newspapers which peculiarly  
voice the sentiment of Wall  
street, says the Oregonian. Since  
Taft and Roosevelt have been  
fighting a political duel, these  
organs have been struck dumb.  
From the standpoint of the trusts  
they have nothing to hope from  
Taft if he should win, and they  
have everything to fear from  
Roosevelt, if they should incur  
his displeasure and he should  
win. They find their only safe  
course therefore, in silence. Even  
should they have leanings either  
way, their indorsement of either  
candidate would be a hindrance  
rather than a help. It is quite  
possible that whichever man they  
favor has informed them, as  
Wilson informed Harvey, that  
their open indorsement is not de-  
sired. Wall street is in bad odor  
with the voters, and its open sup-  
port of any man is the signal for  
wholesale desertion of him. What-  
ever aid it gives a candidate  
is in the shape of cash, and great  
care is taken that such contribu-  
tions shall not be noised abroad.

There is a structure which  
every graduate from our schools  
is building, young and old, rich  
and poor, each one for himself.  
It is called "character" and every  
act of your lives is a stone for  
this structure. If day by day  
you are careful to build your lives  
with pure, upright deeds, at the  
end you will stand a fair temple,  
honored by God and man. But  
as one leak will sink a ship or one  
flaw break a chain, so one mean,  
dishonorable act or word will for-  
ever leave its impress and work  
its influence on your character.  
Then let the several deeds unite  
to form a day, and one by one  
the days grow into noble years,  
and the years as they slowly pass  
will raise at last a beautiful edifice,  
enduring forever to your  
praise, and you will cherish with  
the utmost tenderness the memo-  
ries of your school life. The old  
school house, the familiar walks  
about the place, the desk upon  
which you wrote your name, are  
all indelibly stored away in  
memory never to be forgotten.

The oak in the middle of the  
forest, surrounded on every side  
by trees that shelter and shade  
it, runs up tall and sickly; put  
it away from its protectors and  
the first blast will overturn it.  
But the same tree growing in the  
open field where it is continually  
beat upon by the tempest, be-  
comes its own protector. So the  
man who is compelled to rely on  
his own resources, forms an in-  
dependence of character to which  
he could not otherwise have at-  
tained. Therefore prefer rather  
to climb up hill with difficulties  
than to roll down with inglorious  
ease.

The United States is the only  
country in which the son of the  
poorest mechanic or laboring man  
may become its ruler and where  
the daughter of a farmer may  
become the wife of a president  
and the mother of senators. It

**SALE**  
**Boys' Suits**

Commencing Sat., June 1st

We have a good assortment of  
Boys' Suits, ages 4 to 15, that  
we wish to close out, which are  
worth from \$2.50 to \$5.00.

YOUR CHOICE DURING THIS  
SALE

**\$1.00**

They must go, so as to make  
room for new goods.

**WESELY & CAIN**  
our motto:  
ONE PRICE TO ALL

is the only country where it de-  
pends upon the individual him-  
self whether he will be a senator  
or a street-sweeper, a railroad  
president or a railroad section  
hand, a millionaire or a pauper,  
a general or a policeman, a bank-  
er or a bankrupt.

Most children learn how to  
read but not what to read. Par-  
ents send the little ones to school  
and there they learn to get the  
thoughts of others from the print-  
ed page, but the parents too often  
forget that this new acquisition  
may be used for either good or  
evil. Very few realize how a  
child's life may be blighted by  
what it reads. Children had bet-  
ter never learn at all than to read  
that which corrupts the morals  
and destroys the powers of the  
mind.

Wilbur Wright is too young  
and too useful to die. It is an  
added pity that he is ill of typhoid  
fever, a disease which will never  
be heard of when the world is  
truly civilized. Flies, filth, indol-  
ence and ignorance are responsi-  
ble for typhoid fever, which  
smites innocent and guilty alike.  
—Oregonian.

Some one has very fittingly re-  
marked that the woman who  
sends out of town for everything  
may soon have to send her hus-  
band out of town for a job.

**EMPIRE**  
**CREAM SEPARATOR**

In buying a cream separator there  
are three essential points to look for:  
close skimming, light running and a  
sanitary, easily cleaned bowl. Read  
what the Washington Experiment Sta-  
tion says about the close-skimming  
Empire: "So well was the work done that  
a test of the skim milk showed so slight  
a percentage of butterfat that it could  
scarcely be read at all by a graduated  
scale." Then read what the Oregon  
Experiment Station says about the  
light running Empire: "Among the  
seven different makes of machines none  
excelled the Empire in easy running."  
Now about a sanitary, easily cleaned  
bowl—your judgment will tell you that  
the bowl should be one that you can  
easily get at every place. You would  
not want a bowl that had a skimming  
device with a lot of grooves and crev-  
ices that you could not get at to clean  
thoroughly. You would not want a  
long tube of a bowl that you could not  
get your hand into and had to depend  
altogether on a brush, but a small light  
bowl with all parts inside smooth and  
easy to get at, so that your eye will  
tell you when it is clean. This is what  
you get in the Empire, an all-around,  
first-class machine. The prices are  
right, the terms are right and the ma-  
chine is right—it is fully guaranteed.

Fred T. Bilyeu, Agt.  
SCIO, OREGON

**Notice to the Public**

The two leading magazines of the  
Pacific coast, the Pacific Monthly and  
the Sunset, have been consolidated un-  
der the title of "Sunset—the Pacific  
Monthly."

It is the intention of the publishers  
to spare no money nor effort to make  
Sunset—the Pacific Monthly a credit to  
the West and a magazine of national  
value and importance.

To introduce it to new readers, we  
will make the following special offer:  
Send 50 cents in stamps, and we will  
put your name on our subscription list

for the next four months, and will send  
you free a copy of the superbly illus-  
trated Mid-Winter number, and also  
the famous Sunset Indian poster, se-  
curely packed in a mailing tube. It  
will make a beautiful ornament for  
your front room or den.

Send your order to Fred Lockley,  
Northwestern Manager, Sunset—the  
Pacific Monthly, Portland, Oregon.

Do not fail to see the Clamans in the  
popular drama, "Paid in Full" at We-  
sely-Cain Hall next Saturday evening.

**To those Expecting to  
USE PAINT**

We wish to announce that we still handle  
Lowe Prothers High Standard; the paint  
which has proven, by years of hard test,  
to give satisfaction. Lowe Brothers Paint  
sells at \$2.25 in single gallons or \$2.20 in  
5 gallon lots.

And while there are many of the so-called  
cheaper paints on the market, they will be  
found to be dearer, as they cover less sur-  
face per gallon, give a poorer finish and  
wear off much sooner.

But if you insist on using an inferior paint,  
we can furnish one at a very low price.  
Our "Colonial Liquid Paint" is put up by a  
Portland paint house and is as good as  
any paint retailing at \$1.50 or \$1.75 per  
gallon. "The best is none to good," so  
use the best—Lowe Brothers.

Please read above ad. Thank you

**E. C. PEERY DRUG COMPANY**  
SCIO OREGON

**Greatest Cash Clubbing  
Offer Ever made to  
People of Oregon**

**Four Newspapers Six Years'  
Subscription for Only \$2.75**

- The Santiam News..... \$1.25
- The Weekly Capital Journal, with all the state  
and general news; regular price..... 1.00
- Weekly Oregonian, best weekly general news-  
paper, with the general markets and Oregon  
news; subscription price... 1.50
- The Pacific Northwest, a well established farm  
paper, for three years; subscription price..... 1.00
- Four papers, six years subscription in all.....\$4.75

**Net Cash Clubbing Price to You for  
the Four Papers Only**

**\$2.75**

These are STRICTLY CASH IN ADVANCE PRICES  
CAN YOU AFFORD TO PASS IT UP?