

The Santiam News.

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QUALIFICATIONS OF TEACHERS

Prospects Never Better For a Successful School Year

Prof M S Lovelace who has been elected to the superintendency of the Scio schools for the coming year, is an educator of broad experience as the following letters will indicate. Prof. Lovelace has been employed in the Portland schools the past two years, but is making the change as he and his family dislike to live in a large city.

Des Moines, Iowa, June 10, 1907. To whom it may concern: Mr M S Lovelace has been, to my personal knowledge, engaged in educational work in Iowa for several years. He is an able school man and an educator of wide experience. He has the qualities of mind and temperament that make him a success in his profession. I gladly commend him.—Henry A Sabin, Ex-state Supt of Schools.

Des Moines, Iowa, June 10, 1908. To whom it may concern: Prof M S Lovelace has been connected with the schools of Des Moines, Iowa, for the past eight years, therefore, I feel that I can speak with confidence. He was an instructor in the high school for two years and principal of one of our largest city schools for six years. I have always found him enthusiastic in his work and zealous in behalf of the welfare of his students. He is especially strong in supervision and organization. I wish to especially commend his method of supervision. His scholarship is broad and accurate. He was one of our most efficient principals. He is a man of remarkably strong character and a gentleman of highest ideals. Supt of schools, W O Riddell.

Denison, Iowa, May 20, 1910. To whom it may concern: It gives us great pleasure to write in commendation of Prof M S Lovelace. He has been superintendent of our schools during the past three years. We, as a school board, have been satisfied with his supervision of our schools. He has increased the efficiency of our schools in every way. The results he has obtained have proved to us that he is competent. While we regret to see him leave, yet we are sure that he will succeed in broader fields of his chosen profession. We gladly recommend him. Respectfully submitted, J S McHenry, Pres. of Board, W M Kelly, Clerk of Board.

Farmington, Wash., May 19, 1911. To whom it may concern: This is to certify that M S Lovelace was superintendent of our schools during the past year. He has given the best of satisfaction. He is an able, experienced school man. He is a fine instructor and a man of broad education. We were pleased with his super-

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vision of our schools.—W E Renfrew, Clerk of schools.

Miss Nellie Van Slyke who gave excellent satisfaction as assistant last year is a graduate of Griffith Institute, Springville, N. Y. Classical degree, graduate of New York State Normal, Buffalo N. Y. Regents of the state of New York 64 count diploma, has a life certificate in New York state, has Oregon State Papers, and has had eight years experience in teaching.

The fact that the board considers itself fortunate in retaining Miss Ruth Evans for the primary department and Miss Celia Bump for the grammar grades is significant of the satisfaction they have given in the Scio schools in the past. Miss Renoh Evans, the new intermediate teacher, is a young lady of educational ability and charming personality, and will no doubt prove her fitness for the place.

Scio is indeed fortunate in securing such an efficient corps of instructors, and the patrons of the schools may confidently look forward to the most successful school year in the history of the city.

Fourth of July Prizes

The following prizes were contributed by the citizens and businessmen of Scio for the celebration to be held here:

1st pony race.....\$5.00
2nd pony race.....5.00
Slow horse race.....2.50
Bicycle race, \$3 pr shoes
Wheelbarrow race, \$1.25 shirt
Sack race,.....\$1.50 whip
Potato race, \$1 pkt knife
Bologna eating contest, 75c straw hat
Men's race, \$2.50 Keen Kutter saw
Fat men's race, \$1.50 prize
Womens race, \$1.50 hand bag
Hobble skirt race, \$1.50 prize.
Tug of war, box of cigars
Free admission to the fair grounds, and everybody cordially invited.

I am now located in the old meat market by the steel bridge where I am in the market, and pay the highest cash prices for all kinds of live stock, poultry, eggs, etc. See me before selling your produce.—Tom Large.

A chicken dinner will be served Sunday at the Scio Hotel.

Advertising and Salesmanship

A GOOD salesman should know the goods he has to sell, know the objections to them, and know how they compare with competitive goods as to quality and price. He must know the most effective ways to present the goods to the customer and know how to finally make the sale. Every sale is the product of real salesmanship where the demand is not already created. But if a customer went into a grocery store and said to a clerk, "Give me a dollar's worth of sugar," the customer taking the sugar and the clerk taking the dollar, the clerk here manifested none of the qualities of real salesmanship.

The real salesman is the one who attracts the attention of the customer to goods for sale, creates in the mind of the customer an interest in the goods, then creates in the customer a desire to own the goods, and finally creates in the customer a determination to have the goods—and a sale results. That's salesmanship. Good salesmen are trained salesmen filled with enthusiasm. Every salesman should be a student of human nature, know the customer, know the customer's needs, and be guided accordingly. It is never good salesmanship to sell a customer something he does not want.

The trouble with business is it is overloaded with poor salesmanship. Does someone say there is nothing the matter with business? Let's see. Isn't there something the matter with business when Dun's and Bradstreet's statistics show that 95 per cent of the business men fail? It is very evident that there is something the matter with business. In 1907 84 per cent of failures were among non-advertising merchants.

Advertising, or salesmanship on paper, is the most viciously abused and neglected department of business. There is too much poor advertising. Sales always follow good advertising. Good advertising and good salesmanship go hand in hand and should be guided by the same fundamental principles.

Dr A G Prill reports the following births: Born June 25, to the wife of G W Barth, Scio, a boy. June 21, to the wife of R E Calavan of Bilyeu Den, a girl.

Chamberlain's Colic, Cholera and Diarrhoea Remedy.

Every family without exception should keep this preparation at hand during the hot weather of the summer months. Chamberlain's Colic, cholera and diarrhoea remedy is worth many times its cost when needed and is almost certain to be needed before the summer is over. It has no superior for the purposes for which it is intended. Buy it now. For sale by all dealers.

"THE DAIRY CITY" A LIVE WIRE SCIO COMMERCIAL CLUB DIRECTORY

Barbers and Bath

Morris Bros.

Blacksmiths

Mac Donald & Stepanek
F. P. Williams

Country Club Milk

Scio Condensed Milk Co.

Confectionery and

TOBACCO, J. S. Sucha

City Electric Light

and WATER, Walt Bilyeu, Supt

Churches

Christian, Baptist and Catholic

Druggists

E. C. Perry & Co.

Dentists

Dr. T. K. Sanderson

Dry Goods, Clothing

Wesely & Cain

Drayage

H. S. Shelton

Express, & Pool Hall

C. C. Wade

Flouring Mill

Chas. Warner, Mgr.

Groceries

J. F. Wesely

J. F. Beard

Gen'l Merchandise

W. F. Gill & Co.

Frechaska & Co.

Hotel

E. C. Smith, Prop.

Hardware & Impm'ts

S. I. Morrison

Chas. Wesely

Ind. Telephone Co.

J. N. Weddle, Mgr.

Jeweler

A. W. Hagey

Linn County Fair

September 24, 25 and 26

Livery & Feed Stable

Cal Carson, Prop.

Meat Market

McDonald Bros.

Milinery

Mrs. O. E. Cyrus

Notary Public and

REAL ESTATE, R. Shelton

Physicians, Surgeons

Dr. A. G. Prill

Dr. E. H. Hobson

Planing Mill

Kukaeka & Chromy

Public & High School

Fred Gray, Prin.

Produce companies

J. F. Leffler, Mgr.

Tom Large, Mgr.

Postoffice

W. F. Gill

Santiam News

L. W. Charles, Pub.

State Bank

W. A. Ewing, Cashier

Shooting Gallery,

CONF. and CARDS, Tom Large

ALBANY'S 4TH CHAUTAUQUA

Will Convene Monday, June 7 and Remain in Session Two Weeks

Albany, Ore., June 16. (Special)—The fourth annual assembly of the Albany Chautauqua will convene on Monday, July 7, and remain in session for two full weeks, closing on Sunday evening, July 20. It will be held in the beautiful Bryant Park, situated at the confluence of the Willamette and Calapooia rivers.

The program offered this year is a grand one, the best that can be produced on the Pacific coast, and the larger proportion of the talent secured is chosen from among the greatest celebrities of Eastern Chautauqua circles.

Bryant Park is a beautiful camping place. It is shady and cool, and the tent grounds are electrically lighted. The city water mains have been extended to the grounds and campers have the free use of the water, which is absolutely pure. If you do not care to bring a full camping outfit you can rent tents, wire mattresses, tables, chairs, etc., at reasonable rates. A season ticket will cost \$2.50, and tenting privileges will cost \$1.50 per tent for the entire season. Special rates of one and one-third regular fare are made by all the railroad lines from any point in the Willamette Valley.

For special information and programs, drop a card to C H Stewart, Manager, Albany, Ore.

The Scio Milling Co. has just installed a new chopper which is a dandy, as it will grind to perfection all kinds of feed, such as cracked wheat, corn meal, bran, shorts and middlings. C A Warner states that they are now prepared to do chopping for everybody as the new machine will do as much in a little over an hour as the old one did in a half day.

CLUBBING OFFERS—The following are some of the clubbing offers we give in connection with the News:

Daily Oregonian.....\$6.00
Daily & Sunday Oregonian...8.00
Weekly Oregonian.....1.75
Semi-weekly Journal.....1.75
Weekly Inter Ocean.....1.35

Shoemaker

Eli Lukenbach

Tinsmith

F. Ohlmeier

Fraternal and Secret

ORDERS, Masonic, Odd Fellows, Knights of Pythias, Maccabees, Modern Woodmen and Z. C. B. J.

WANTED

Harness Maker. Garage. Better Railroad Service. Sawmills. Manufacturing Enterprises.

All citizens to attend the Commercial Club. Meetings first and third Friday evenings of each month.