

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, AUGUST 7, 1913.

NO. 3

Service Appreciated

That the people residing along the C & E between here and Mill City are appreciating the new motor train service recently organized on the road is indicated by the scores of people using the service daily. Every day upon the arrival of the train here, it is nearly crowded to its capacity. — Albany Democrat.

A D S hand paste—a big can for 10c, three for 25c.

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

An Aged Fisherman

Although he is 82 years old, B F Munkers of Scio, a Linn county pioneer, says the Albany Democrat, will pass the next few days fishing in the streams of Polk county, where he is now visiting relatives.

A fishing license for Mr. Munkers was purchased here Saturday afternoon by his son I A Munkers, ex-chief of police of Albany and ex-representative from this county to the state legislature.

Notice—Good cow pasture. Enquire of R M Cain.

A bargain you can see through—Harmony Glycerin soap. 10c for a big cake; three for 25c.

Buys Meat Market

Frank McDonald has bought his brother Roy's interest in the meat market and expects to conduct the business alone. Frank expects to do the buying and outside rustling and has engaged Ernest Smith as meat cutter. Roy has rented a ranch near town and intends to become a full fledged farmer.

We are still selling the old reliable Maher & Grosh pocket knives. This is one of the very best lines of cutlery on the market. Call and see us.—A W Hagey.

Miss Elsie Thayer is one among fifty-four to be granted a life diploma this week by the state superintendent at Salem.

Button's Business College has grown so that Prof Button has had to employ five new teachers and has already opened the departments of music, telegraphy, bookkeeping, shorthand and typewriting. Other departments will be opened Sept. 1. Send for catalogue.

A fellow in a neighboring town recently gave notice that unless a buggy whip was returned to a certain place, the name of the person who took it would be published in the paper. The following morning he found seventeen buggy whips in the place designated. One of our friends who had his buggy whip lifted while in town last Thursday might try this scheme and see whether it brings results.

YOUR SUBSCRIPTION EXPIRES on the date stamped in the space below. To those who pay promptly in advance the subscription price is \$1.00 per year. The price is \$1.25 if paid within six months, and \$1.50 is charged at end of year. The paper is not sent to subscribers who are more than one year in arrears.

To Subscribers

Please notice the date stamped in the space above. There are a large number of expirations this week, also a few who are one year in arrears. Come in and pay up promptly and get the benefit of the one dollar rate. If you are one year in arrears this is the last paper you will receive unless you renew at once.

SHELBURN ITEMS.

Hazel Smith spent the latter part of the week visiting her grandparents, Mr and Mrs James Smith.

The county surveyor, Mr Geddes, was out here Monday surveying the disputed line between Mr Platt and Mr Miller.

Asa Hiron and wife and Jas. Smith and wife motored beyond Jefferson a few miles Sunday to visit Luther Smith and family.

Mrs Porter, her son and daughter, spent Sunday with W H McLain and family.

Lawrence Shelley and A J McLain returned last Thursday from their trip to Harney county. They think there is no place like Shelburn.

Mrs Steidel was called to the funeral of her nephew, Willie Winkler whose home was in Lincoln county. She returned home Monday.

Ereel Osborn took advantage of the motor service Monday evening and went up the line.

Ernest Brant has his new saw mill set up now and will soon be putting out lumber again.

The farmers are now very busy cutting grain and getting ready for harvest.

Mrs Porter went to Portland Monday, returning Tuesday.

Mrs Frank Miller is quite ill.

Miss Gilda Jones received the appointment to register the voters in this precinct. The women are registering for the first time and it is thought that they will make quite a showing at the next election.

Mrs Jones and daughter called on Miss Porter Tuesday afternoon.

Miss Mildred Mack of North Santiam is now working for Wm Miller.

Wm Miller is loading cars with cord wood this week.

The young ladies are getting up an embroidery club. They are to meet at the home of Miss Porter Thursday afternoon.

The infant son of Emery Bino and wife died Tuesday. Funeral services were conducted at the Catholic church Wednesday afternoon, after which the remains were laid to rest in the Miller cemetery.

ADVERTISER SELLS CHEAPER

EVERY merchant is in business for profit—not gross profit, but net profit. Gross profit is the difference between the purchase price (or producing cost) and the selling price, while net profit is the difference between the purchase price, plus selling cost and the selling price.

The far sighted merchant is not so much concerned in getting big profits on individual sales as in getting a big volume of business at a reasonable net profit. He realizes that if he is to reach out and get and hold business he must get the volume of business so he can sell on a smaller margin.

The larger the volume of business the more the selling cost is reduced, because every concern could do far more business than they do with the same selling force. Salesmen's salaries and other expenses do not materially increase as the sales increase. It is really astonishing to know how the selling cost diminishes as the sales increase. One business man who had watched the effect of his advertising upon his business for a number of years said his advertising increased the sales to such an extent that his selling cost was reduced to one-fourth of what it was before, and after adding the cost of advertising his selling cost was still less than one-half the previous selling cost. This is the experience of every merchant who has advertised his business as it should be advertised.

The merchant who increases his sales and the volume of his business buys more goods and in bigger quantities than the smaller merchant and thus gets a bigger discount. The producer can manufacture cheaper if he manufactures in bigger quantities. He is thus naturally going to give a better discount to the bigger merchant who buys in bigger quantities, thus enabling the manufacturer to manufacture in bigger quantities.

Now doesn't it stand to reason that the man who through judicious advertising sells more goods, buys his goods at a bigger discount, and reduces his selling cost one-half, could sell cheaper than the man who never advertises? He can and he does.

Tan and freckle lotion, none better, 25c at Peery's.

"Bouquet Jeanire," the new perfume. \$1. the ounce. Try it.

Team, harness and hack for sale cheap if taken at once. Enquire at Scio Hotel.

Picture Show Sunday

There will be a moving picture show consisting of three reels and vaudeville next Sunday evening at Weedy-Cain hall. Popular prices. Come and bring your friends.

Rexall shaving lotion for a tender face.

Photo supplies at Peery's Drug store.

I have a car of buggies, hacks, surreys and wagons that has just arrived. Call and examine them. They may be just a little foxy for you, but the price is right.—N I Morrison, Scio, Ore.

Dr Hobson Leaves

Dr E H Hobson who has practiced medicine here the past year has decided to try a change of location and will leave in a few days for either Mill City or Alpine, in Benton county. The doctor's many friends are sorry to see him leave Scio, but hope that in the chosen field of his labors, he may accumulate cart loads of the filthy lucre.

Picture show and vaudeville Sunday eve.

Try those new "Pearl" tooth brushes at Peery's. Price 35c.

H E Browne, a veteran newspaper man, has bought H Y Kirkpatrick's interest in the Lebanon Express, and a marked improvement is noted in the paper.

G W Adams of Marion, district agent of the Horticultural Fire Relief of Salem, was in town Wednesday writing insurance for his company.

Those Rexall self filling fountain pens are guaranteed to give satisfaction.

The Lebanon Tribune announced last week that they would lock up shop for a couple of weeks and take their annual vacation.

Lots of warm sunshine these days is turning the wheat a golden yellow and putting an unapproachable flavor into the peas and string beans.

Those new Safety "Cross Cut" razors now on sale at Peery's drug store. \$1.50 each.

Farmers attention—Let us print your return card on envelopes. We will furnish a good grade of stock and print your name and address, and name of farm, if desired, 100 for 50c, at the News office.

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

Possibly About You

Photo play Sunday evening.

Violet Dulce toilet articles are the best.

Try "Harmony of Boston" spearmint tooth paste.

Don't forget to take advantage of the News' \$1. subscription price when you are in town.

Old papers for sale 10c per bundle at the News office.

Everything new in dress goods for Spring at Hibler & Gill's.

J T Funk who was trading in town Saturday, came in and added his name to the News' roll of honor.

Moving picture show Sunday evening.

A D S shaving cream makes shaving easy.

Our shoes for men, women and children please both your purse and your feet.—Hibler & Gill Co.

The Condensery put on another milk wagon this week from Larwood, Emil Holub being the driver.

The News acknowledges receipt of a ticket to Port Orford's Agate carnival which takes place August 15 and 16. The attractions claimed are the greatest collection of agates, Indian curios and sea mosses ever on display.

Get your Mower and Binder repairs for the Champion, Deering, Buckeye, McCormick, Osborn, or any machine made. I have a stock on hand for the above machines, also the Walter Wood machines.—N I Morrison.

L F Jones has been putting in his spare time the past week building sidewalks around his house and otherwise improving the appearance of things.

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.

Hagey, the jeweler, has just received another fine lot of Fountain pens. They are better than most \$3.50 and \$4.00 goods and we are selling them as fast as we can get them at \$2.50.

R M Cain has been taking a forced vacation this week as a result of the accidental discharge of a gopher gun Saturday evening, which inflicted painful, though not serious wounds on a couple of his fingers. Mr Cain had taken the gun to the house to see why it was not working properly when the accident occurred.