

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, AUGUST 14, 1913.

NO. 4

Tries to Ape Scio

At its regular meeting the Shedd Commercial Club adopted a slogan for that place, "The Dairy City." An arch will be erected across First street in front of the post office and the new bank building with that inscription. — Albany Democrat.

The slogan, "The Dairy City of the Willamette Valley," was adopted by the Scio city council over five years ago; also by the Scio Commercial club about the same time, and has been used on all the stationery and literature of this organization since that time.

If Shedd wants a slogan and is not original enough to invent one, for the love of Mike why don't they at least have the decency to go outside the county to steal the slogan of another town?

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

An Honored Citizen

Nathan Young, who celebrated his eighty-fourth birthday on July 12, has been receiving letters of congratulation the past few days from friends, relatives, and even strangers, as a result of his picture and a short sketch of his life being published in the Oregonian of July 28.

Mr Young is strong and vigorous for a man of his age and gives a fair promise of living to see the century mark. He was born at Uniontown, Fayette Co., Pa., July 12, 1829. He came to Oregon 35 years ago and has been a resident of Scio for over 23 years.

Mr Young is the father of six children, Mrs C A Warner and Wm. Young of Scio, Mrs A J Johnson and C N Young of Corvallis, A M Young of Tygh Valley and Mel Young of Portland.

The following people have taken advantage of the News' \$1.00 bargain subscription offer since our last issue: Dr M T Cole, L W Pomeroy, C L Donahue, George Rodgers, A M Young, Mrs R J Compton, R M Cain, Frank Shores, E M Kimball, Roe Shelton and A C Rahn.

Threshing is in full blast this week, and if weather conditions remain favorable a bumper yield will be harvested.

"Bouquet Jean're," the new perfume. \$1. the ounce. Try it.

New Mail Service

The new passenger trains which pass at West Scio near noon are to be made mail trains beginning next Saturday, Aug. 16. Cal Carson will meet these trains and carry the mail.

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.

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.

Globe Trotters Here

Mr and Mrs Jefferson Myers of Portland came up Saturday for a visit at the home of his brother, E D Myers. Mr and Mrs Myers recently returned from a trip to New York, this being their fourth trip across the continent this year.

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

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

Dugger Will Move

T L Dugger returned yesterday from Sweet Home where he made arrangements for an office building and will move his printing plant therein and continue publication of his paper, the Tribune. Mr Dugger expects to suspend publication in Lebanon about the first of September. He informed a representative of the Express yesterday that his paper will not be published this week. — Lebanon Express.

City to Buy Chemical

Mr Alvis of the Columbia Engineering works, met the City Council at a special meeting Wednesday evening when it was decided to buy a double 35 gallon deluge chemical engine, providing a test proves satisfactory. The company will bring the engine here and give a demonstration with it, probably within the next two weeks.

Gets a Deer

Mr and Mrs W A Ewing and son are expected home Saturday from a two weeks' outing at Foley Springs. Word comes from there that Mr Ewing brought down a fine buck deer a few days ago.

Buys Acreage

R M Cain made the sale Monday of five acres of land to Mrs Eliza Crabtree. This is the north east corner of 20 acres owned by Mr Cain in the northwest part of town near John Wesely's residence. The consideration was \$1,000.

Notice to Dairymen

The Scio Condensed Milk Co., beginning August 11, will pay \$1.55 per hundredweight for 4 per cent milk until further notice.

SCIO CONDENSED MILK CO.,
By E C Peery, Pres.

INSPIRES CONFIDENCE

CONFIDENCE has been defined as the act of placing firm trust or reliance on any person or thing. The elements of confidence or trust enter into every activity of life.

We find that in business no sale is ever consummated except through confidence. Before a purchase is made from a merchant there is a feeling created, knowingly or unknowingly, in the mind of the customer that the merchant is reliable, that his goods are good goods and that he is willing to warrant them as such. Confidence in a merchant, his store, and his goods is not created alone by good goods and personal warranties, but a model store in appearance, courteous treatment and the determination to serve customers all tend to establish confidence in the eyes of the public.

A first essential in business is that each merchant and his selling force have confidence in the goods for sale. If they do have confidence, customers are more easily influenced to purchase and are better satisfied with their purchase, for confidence is catching.

The real purpose of every thoughtful merchant who desires to build a permanent business, is to establish confidence. Trade travels in the path of confidence, and in proportion as confidence in the store increases, just in that proportion does the business expand.

Confidence is just as essential to success in advertising as in any other branch of business. Advertisements that do not create confidence are a positive detriment to the business. Exaggeration in advertising always tends to shatter confidence. It may result in some extra sales, but the after effect is bad.

Truthful advertising does more to inspire confidence in a business than anything else. In fact truthful advertising, good goods and good treatment establish permanent confidence, so essential to permanent business.

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

Fifty acre farm for rent 1 1-2 miles southeast of town. Good buildings and orchard, mostly under cultivation, 13 acres pasture. Call at this office or see Mrs R W Parker.

For sale—Six horse power Russell engine, wood saw and chopper complete, all in good running order. A bargain. H Struckmeier, Thomas.

For Sale—Five cows, one bull, one or two heifers, some sheep, five hogs, one pony. 2 miles north of Crabtree. — L W Delancey.

Possibly About You

Photo play Sunday evening.

Rexall shaving lotion for a tender face.

Henry Struckmeier of Thomas was in town on business Monday.

Photo supplies at Peery's Drug store.

Jefferson Myers and wife and E D Myers and wife expect to leave for Cascadia Monday for a two weeks' outing.

An organization of scientists who are engaged in the study of forest insects has recently been formed in Washington.

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.

A C Rahn, a prosperous farmer living west of town, was transacting business here Tuesday.

Try those new "Pearl" tooth brushes at Peery's. Price 25c.

E M Kimball of the Jordan Flouring Mills, was mixing with our business men Tuesday.

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

G M Finley, manager of the Santiam Orchard, was a business caller in Scio Saturday.

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

F M Shores, the genial auctioneer of Happy Home, was in town Monday, accompanied by his guest Prof. V K Froula, who is principal of one of the Seattle high schools.

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.

Eva, six year old daughter of Mr and Mrs T L Luckenbach of Scio was this morning (Saturday) sent to the state school for the feeble minded. The little child was brought here this morning and Judge McKnight made out the complaint for her detention at the school upon the request of her parents. — Albany Democrat.

Mrs Mary Miller left Sunday for Turner where she will visit for sometime after which she will join Mr Miller at Corvallis where they expect to go to house-keeping. Mrs Miller has been in poor health for several months, but her many friends are glad to note that she has almost completely recovered.

Mrs E J Daly was shopping in Albany last Thursday.

Moving picture show Sunday evening.

A D S shaving cream makes shaving easy.

Mr and Mrs M C Gill and daughter Grace left Saturday for a two weeks' outing at Sodaville.

Mr and Mrs R L De Vane returned Saturday from a two weeks outing in the Cascades.

Wm Brenner and family and Mr and Mrs J S Sticha took in the wild west show at Albany Friday.

Mrs T K Sanderson and son Jack went to Portland Thursday for a few days visit with relatives.

Mr and Mrs F H MacDonald motored down to Portland the last of the week and spent Sunday with friends.

Mr and Mrs Wm Arnold and Miss Lora Compton arrived home Tuesday morning from a two weeks outing at Newport.

Mrs Cole and daughter Anene and Mrs Morris and daughter Bernice, returned to Portland Saturday after a visit with their sister Mrs Ralph Gill.

Mr and Mrs B F Combs arrived recently from California and are staying with Mrs R W Parker, where Mrs Combs is being cared for as she is in very poor health.

Miss Amy Philippi of Walla Walla, Wash, visited last week at the home of Steve Philippi. From here she went to Knox Butte for a visit with Robert Houston's.

L E Hamilton of Albany motored down to the Donahue farm Tuesday and was accompanied home by his sister Miss Harriett, who has been a guest of Miss Myrtle Donahue for the past week.

Mr and Mrs J A Bilyeu, daughter Nita, Miss Echo Cole, Jeff Bilyeu and Gale Jones motored to Bilyeu creek Friday for a short outing, returning home Tuesday.

It is understood here that a son was recently born to Mr and Mrs Ben Gooch at Mt Angel. Date and weight unknown, but it's a safe bet that father Gooch is stepping high.

Mrs T W Dilley of Gervais and T W Vincent and wife of Stockton, Calif, were visiting relatives and friends in this vicinity during the past week.

Mrs Anna Vsetecka of Waubon, Minn. and Miss Helen Shindler of Cresco, Iowa, came in Saturday on the noon train and after a short visit with their sister, Miss Christine Shindler, left for the home of their father, John Shindler out near Jordan, where they will visit for several weeks.

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