

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, AUGUST 21, 1913.

NO. 5

Possibly About You

Photo play Sunday evening.

Ward Cyrus was in town Monday.

Moving picture show Sunday evening.

Dean Dilley came up from Gervais Friday on his motorcycle.

New line of Norfolk suits for boys.—John Wesely.

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

Miss Ardath Green of Portland is visiting her aunt, Mrs R L De Vaney.

A W Hagey sold an Erie bicycle to J F Prochaska the first of the week.

Miss Edna Meyers of Crabtree is visiting at the home of her uncle, S Philippi.

The picture show last Sunday night was one of the best ever given in Scio.

Robert L Cary of Concepcion, Calif. has been visiting with his mother, Mrs H J Cary.

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

Mrs M G Hutchinson who has been visiting at the home of her parents, returned home Saturday.

We are now ready to show you a complete line of everything for wear and dress goods for fall.—John Wesely.

C H Wain has moved his family into the house of J Wann and Mr Wann has moved to the farm of Mr Wain.

Ona Shelton is back on the mail route after his outing at Breitenbush Springs. He does not have any bear or fish stories to tell.

Prof Gray writes to Scio friends that they have bought an 80 acre tract near their old home in Missouri.

Rev Hantel and daughter, Miss Alma, will move to Halsey where the latter will teach in the high school the coming winter.

If you need a pair of Dress shoes, the Florsheim has them all backed off the shelves for style and quality. John Wesely.

Mrs Leita Rex who has been in California the past six months, arrived here the last of the week for a visit at the home of her mother, Mrs T A Richardson.

Dr Prill reports the following births: August 11, to the wife of Sam Zysset, a boy; August 14, to the wife of Wallace Perry, a girl; August 16, to the wife of Rolla Shelton, a girl.

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.

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

Mrs O B Cyrus arrived home the last of the week from a six weeks visit in California.

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

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

The News acknowledges receipt of a season ticket to the Linn County Fair through the courtesy of Dr A G Prill, Pres.

Drs. Lowe and Turner, September 4.

L L Gooding writes the News that he and his family will return to Harrisburg this week to get ready for the school year. Mr Gooding has been S P agent at Dayton during vacation.

Revall shaving lotion for a tender face.

For rent—Two good houses in Scio. Inquire of L W Pomeroy.

Mrs E C Shelton came down from Hall's Camp Tuesday for an inspection of her new granddaughter, returning Thursday.

Photo supplies at Peery's Drug store.

Miss Inez McDonald who has been visiting at Riddles for several months, returned home about two weeks ago, in hopes the change may prove beneficial to her health.

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

N I Morrison made a sale last week of a traction engine and gang plow to Dobrkousky Bros. This machine will plow 20 acres of land in a day and is said to be a great success in every way wherever they are used.

Mrs E J Daley together with her daughter, Mrs Tom Reynolds of Portland, has been visiting the past two weeks with her son Lynn at Medford. Ed and the boys are keeping bachelor's hall in her absence.

Button's Business College, Albany, will take you through a complete business course in 3 to 4 months, guarantee a good position at not less than \$60. a month and wait one year for their pay if you enroll at once. Enroll now even if you cannot begin until later. Write us for catalogue. You never heard of such an offer before and you never will again.

Advertising With A Plan

THERE is as much difference between an advertiser with a plan and an advertiser without a plan as there is between the builder of a fine residence with a plan and the builder of the residence without a plan. Whether in the building of a building or the building of a business the same rule holds true—success or failure is just the difference between planning before building and building before planning. In the one instance the result is fixed and certain, while in the other instance it is like taking a leap in the dark.

In all the catalogue of business activity the merchant as a class is operating without definite selling plans, and the merchant class is failing at the rate of 95 out of every 100.

The average merchant buys his goods, hires his clerks, opens his doors for business and goes after the money,—the natural effect of business activity. He says by his conduct: "I'm after the mon'." There is nothing so distasteful to the trading public as a merchant whose only purpose is to get their money. The people want value received and satisfaction for every dollar expended, and the merchant who embarks in business with the determination to render the public the best service possible has really adopted a good selling plan, and is headed toward the goal of a permanent and profitable business.

The selling plan is incomplete however, without a definite advertising plan. It is said that over 75 per cent of the money spent for advertising is a waste because of no definite advertising plan. And yet, in the face of this appalling waste, the majority of the merchants go at this great problem of business building with their eyes shut. They should open their eyes to the situation and become master salesmen, which includes salesmanship on paper. The master salesmen are the master business builders.

Dr Lowe, the well known optician and optometrist, has associated with him in his practice an equally skilled eye specialist, Dr J G Turner. Dr Turner has had more than 18 years experience as an oculist. He was graduated from one of the leading colleges of Chicago and attended different clinics in New York. His certificates of registration show he has passed the state examination boards of Oregon, Washington, Idaho and Canada. Dr Lowe is to be congratulated on acquiring the association of so eminent a practitioner as a co-laborer.

A D S shaving cream makes shaving easy.

Forest Woodmansee and Merle Cyrus came over from Jefferson recently on Forest's motorcycle in eighteen minutes, which they claim is going some.

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

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

Misses Agnes Cain and Nita Bileu left Thursday morning for an outing at Cascadia. J A took them over in his machine.

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.

Mr and Mrs Rolla Shelton's new baby girl has the unusual distinction of having three great grandfathers and three great-grandmothers living. Rolla says she is a wonderful baby in addition to the above.

Ona Shelton has tendered his resignation as carrier on Route 2, and Fred Grimes has also resigned as substitute. Mr Shelton will move to his farm as soon as a new carrier qualifies.

The following people have taken advantage of the News' \$1. subscription offer since our last issue: Alex McDonald, W A White, W T Lee, Jesse Baird and L L Gooding. There's plenty of room on the books for more.

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

Mrs H A Johnston and two little ones came up from St Johns Saturday for a visit under the paternal Rice roof, returning home Wednesday.

Seven different lasts and heights in Bergman shoes for fall and winter. You know the rest.—John Wesely.

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

R M Cain has put on a new Reo motor truck for the purpose of hauling freight to and from West Scio. Since the crushed rock road is completed to the depot, the truck can be used through the winter months.

MILL CITY.

All honor to the Commercial club and citizens of Scio for the new motor service. One can make a business trip to Portland and intermediate points and back the same day. It seems that the Scio people are a little cheeky anyway. They had the "gimp" to establish the County Fair when larger towns did not have the "sand." The people of Scio led by E C Peery and T L Dugger made the initiative move for county high schools in Linn

county, and there is the condenser. Pretty good for an inland town.

The mill company has built an immense oil tank. Standard oil cars have put in an appearance. They will burn oil in the summer to lessen the danger of fire.

Mr and Mrs J L Turnidge have gone to visit their children in Washington.

Eph Henness has returned to Portland after visiting relatives. He was formerly deputy assessor for Linn county.

The state fish commission has built a lumber dam across the river a few rods below the mill dam and will soon proceed to gather eggs for hatching.

A couple of our piscatorial nimrods thought they would steal a march on the wardens and catch a fish in the reserve pond formed by the two dams. They marched down at daylight but suddenly turned around without casting a hook and marched on double quick up again. The night watch at the mill came along and said: "The warden is not up yet." One of them said: "Yes he is. See that straw hat coming around the bend of the river?" I am not at liberty to tell names, but one was a big round fat man well known in Linn county.

The mill company seem to be concentrating their timber forces at a new camp (14) on the Quartzville road up near Sawmill hill, where a small sawmill was running cutting lumber for the Quartzville mines fifty years ago.

J R Geddes and family had an experience last Sunday that they will not wish to have repeated. A bullet from seemingly nowhere came crashing through the wall of the house and lodged in the door that stood open. It passed in three feet above where J R was sitting and struck the door 18 inches above the head of Eph Henness who was sitting by the door. The door is a home made one with cross planks to strengthen it. The bullet passed through the cross planks and struck a nail or it would have gone through the door. Think of a bullet coming into your sitting room and with velocity enough to go through a two inch plank. No one of the family nor any of the neighbors heard any shooting. Two young men standing outside in the lane did not hear a shot. The curve on which it came showed that it came a long distance. It struck the door two feet below where it came through. An old army veteran who had to do with firing shells during the Civil war, says considering the curvature and velocity that it must have come at least three miles. Shells fired long distances would drive several feet in the ground. An old hunter says it must have been fired on the mountain over in Marion county, two and a half miles away. It is more than probable that it was fired at or near Mill City and came a mile or more.

NICK.