

The Santiam News.

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NO. 6

Shedd "Comes Back"

As the result of a slight dispute between Shedd and Scio, as to which has the right to the title of the "The Dairy City," the Shedd Commercial club has decided to yield the recently adopted slogan of this town to Scio and adopt another slogan as "The Dairy Center."

This action was taken at a recent meeting of the local commercial club when a letter from the Scio Commercial Club asked that the slogan be changed.

The Shedd commercial club lost no time in acting upon their decision. Boney Louis, a sign painter, was in town last week and he was detailed to repaint the arch recently erected near the depot, bearing the inscription of the slogan "The Dairy City" and make it the "Dairy Center."

However, the Shedd people express themselves in no uncertain terms concerning the attitude taken by Scio in the matter in the newspaper of that place.

Contending he was speaking for himself as well as others, one Shedd booster said: "I noticed an article in the Scio paper acclaiming us to be moss backs and that we were back numbers. We are not boosting of being the only town on the map, but we hardly knew Scio was on the map as a dairy city. We did not know a few short horns and a milk condensery made a dairy city. Some of Scio's dairy enthusiasts ought to make a trip to Shedd and see some of the Jersey herds around here."—Shedd correspondent in the Albany Democrat.

The above is probably intended as a clever bit of sarcasm, but falls rather flat to those familiar with conditions here, as it shows either lamentable ignorance or willful perversion of facts by the writer in the last paragraph.

We would respectfully call the attention of the good people of Shedd to a statement made by F H Porter of that vicinity while exhibiting his stock at the fair here last fall, to the effect that the best herds of cattle which he had ever seen were raised around Scio. County Judge McKnight was also heard to make a similar remark.

Among those around Scio who go in for pure bred stock we might mention V Prokop, T M Holt, Carl Middlestadt, T J Pettit, R Borovitsky, J C Chrisman and Will Hassler, who all have fine herds of registered jerseys, and C A Posvar, whose blooded guernseys are the envy of all who see them. Another, but perhaps unimportant fact from the Shedd viewpoint, is that the chief industry in the Forks of the Santiam is dairying, and the Scio Condensery is being patronized at present by about sixty farmers, while a number ship to Portland creameries. All these have good grade herds.

"We hardly knew Scio was on the map as a dairy city." You had better go to night school, old top. Even the postal clerks on the railroads know this simple fact, as the writer saw a letter

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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.

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

H M Myer, the genial mayor of Sweet Home, drove down Tuesday bringing E D and Jefferson Myers and their wives, who had been at Cascadia the past week.

Rexall shaving lotion for a tender face.

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

S R Child was hauling lumber through town the last of the week, preparatory to building a substantial barn for Joe Munkers at West Scio.

Photo supplies at Peery's Drug store.

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

Mr and Mrs Cass Gibson and daughters, Hallie, Nettie and La Verne of Salem motored up Sunday and visited at the home of Dr Prill.

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

Expert eye examination is absolutely necessary to determine the proper kind of glasses to use. Selecting them by any other method may result in permanent injury to your sight. When Drs. Lowe & Turner prescribe glasses it is with absolute certainty that they are the best and only kind suited to your eyes. If you do not need glasses they most positively will not recommend them. They guarantee their glasses to give entire satisfaction in every particular, whether they cost \$2.00 or more. One charge covers entire cost of examination, glasses and frames. They do not go from house to house. Consult them for one day only, Thursday, September 4, at Scio Hotel. Scores of Linn county references.

over a year ago, which had traveled several hundred miles, passed through numerous hands, and reached here as promptly as though addressed in the orthodox manner. The superscription was as follows: "Secretary Commercial Club, Dairy City of the Willamette Valley, Oregon."

Who Pays for the Ads?

IT is common to hear a non-advertising merchant say that he does not believe in advertising but gives the customer the benefit of the money he saves by not advertising. Let us examine this statement and see how much truth it contains. Judicious advertising sells more goods for the merchant; turns his stock quicker and makes it possible, by increasing the volume of business to buy in bigger quantities and obtain a bigger discount. Increasing the volume of business decreases the selling cost. A merchant will sell cheaper, if possible, because he will thus gain customers from his competitors, and also increase the demand as lowering the price of an article places it within the reach of a larger per cent of the people and is thus a stimulant to trade.

The price of a commodity is lowered and the quality is bettered through the medium of advertising. Take the automobile as illustration. Advertising has made the automobile business. It overcame the prejudice that existed against the machine and created a demand that enabled the factories to increase the output and cut the selling price to less than 50 per cent of what it was a few years ago.

It is readily seen that the consumer does not pay for advertising, as the advertiser sells cheaper than the non-advertiser.

If the consumer does not pay for the advertising, who does pay? It cannot be the advertiser as advertising increases his sales, decreases his selling cost and increases his profits. The advertiser doesn't pay, because advertising pays him.

Then who pays for the advertising? The non-advertiser pays for the advertising done by his advertising competitor. All business that he loses to his advertising competitor is part of the price he pays. The non-advertiser and the poor advertiser, each in proportion, pay for the ads of the good advertiser.

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

Services will be held at the Catholic church next Sunday at 11 a m. Father Lane will officiate and preach. The public is cordially invited.

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.

Let's All Boost

Mr and Mrs J M Miller who live between Shelburn and Turner, were in town on business last Friday. While here Mr Miller dropped in at the News office, and incidentally the subject of a bridge across the North Santiam at Shelburn was broached. If everyone who would be benefited by this bridge would show the same interest and enthusiasm on the subject that Mr Miller exhibits, the bridge would be assured, for the reason that the courts of Marion and Linn counties could not afford to ignore the demand of the people.

Let us pull as a unit to the end of securing this bridge. A mass meeting or two, petitions to the county courts, agitation by the Scio Commercial Club, and possibly other influences which might be brought to bear, would arouse a public sentiment that the courts could not well afford to further ignore.

What is an Auto?

An automobile is an infernal machine that has no equal as a destroyer of the predatory and gaudy rich, says an eastern exchange. No anarchistic bomb or socialistic uprising ever put so many bloated bondholders in the spook orchards of the country as the common every day domesticated touring car. While pedestrians who migrate on their cowhides are in some little danger, after all it is the big moke on the cushions that is the bad life insurance risk.

Automobiles, like lots of other good movements, first started with a crank. They have in a great measure taken the place of the horse and many a man has found to his sorrow that they kick like a mule. A self-starter means a hundred beans more, but a good right wing is easily worth that amount. The law favors the horse in not requiring him to display a tail light.

Gasoline furnishes the motive power for most cars. Nevertheless when the coppers stop a real swift omnibus on the highways they generally find that the driver has about a quart of Munn's Extra Dry in his tank. The 'slow' signs put up by the city ought to be painted in six inch letters and illuminated at night, because it takes a driver with a pair of extra good optics to see a slow sign when his boat is going about sixty knots an hour, and at the same time keep his lamps peeled for motorbike officers.

Every motor car is required to carry a license number so that the local booster club can get out a dodger now and then on short notice, proclaiming to the outside world how many dozen joy chasers there are in the city to each member of population. This is a sure sign of prosperity. The more autos, the more prosperous the accessory men and undertakers.

Occasionally a man, impelled by an inordinate desire to flirt gravel in an overbearing neighbor's eyes, goes so far as to put a mortgage on his residence to buy a car, and later gives a lien on the dog house to keep his craft in repair. In view of this condition, no doubt, several of the canine family have a reason for snapping holes in the tires of passing speedsters.

An automobile has more ills than a hysterical woman, and lucky is the man that can diagnose a pain in the carburetor without finding later that the machine was suffering from nervous trouble caused by carbon on the spark plugs.

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

Farm for rent. Horses, cows and hogs for sale. Inquire of Geo. W Compton, six miles east of Crabtree. 2t

An Evening Scene

The western sky is tinged with rose, the day is ended now; and wearily the farmer goes to milk the muley cow. The cow has anger in her eyes, and life to her seems stale, for all day long she's swatted flies with her brisk, copy tail. The farmer takes his milking stool and sits down by her side. "So, boss! So, boss," we hear him droll, "dodgast your brindle hide! So, boss! So, boss!" I'll take a rail, or use a pitchfork's prongs, if you don't keep your doggone tail, where your durned tail belongs. So, bossy, so—so and repeat. Be still, you pesky fool. You want to use your big splay feet to knock me off this stool. You've knocked the bucket half a block, and still your tail you switch. Just wait until I get a rock—I'll show you what is which!" The dusk has deepened into night, the zephyrs whisper low; the stars present a wondrous sight, a million worlds aglow. And still through dingle and through dale the farmer trails the cow, and soaks her with a cedar rail upon her bulging brow. And we, though kindly and humane, can only cheer him on, for we've milked cows—and know the strain—at eventide and dawn.—Walt Mason.

Photo play Sunday evening.

Moving picture show Sunday evening.

The Scio schools will open Tuesday, September 16.

Wood wanted on subscription at the News office.

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

Death to headaches. Glasses fitted by Drs Lowe & Turner.

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

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

If you have wood to dispose of and want the News, call at this office or phone in.

R W Parker came down from Hall's Camp the last of the week and spent a few days visiting with the home folks.

Mrs Walter Bilyeu and son, Van Dare went to Albany Saturday for a visit at the home of her mother. Mrs Bilyeu returned home Monday. Van Dare remaining for a longer visit.

Among those with an eye to business who have taken advantage of our \$1. subscription offer since last week are the following: J M Miller, C A Posvar (for A. Posvar), Henry Dolezal, A T Powell, R C Daniel (for Levi Smith), Eli Lukenbach, Joe Warwick (for Bud Thompson), F T Thayer, J H Poindexter and J A Burton.

Goat venison, choice steaks 10c per lb; roasts 6c to 8c per lb.—Frank McDonald.

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