

The Santiam News

Politically Independent

Entered at the postoffice at Scio, Oregon, as second-class mail matter.

PUBLISHED EVERY THURSDAY BY
T. L. DUGGER
EDITOR AND PROPRIETOR.

SUBSCRIPTION RATES:

One year in advance	\$1 25
One year, at end of year	1 50
One year, at end of 2 years	1 75
One year, at end of 3 years	2 00
Six months in advance	75
Three months in advance	50
Single copy in wrapper	5

ADVERTISING RATES:

Car of thanks	50
Special obituary notices, per line	50
Extended wedding comments, per line	50
Display ads, to be changed weekly if desired, one column wide each insertion, per inch	15
Business locals per line first insertion	10
Each subsequent insertion per line	5
Long time standing ads, contracts made on application.	

TO THE BUSINESS MEN OF SCIO

BUSINESS MEN OF SCIO, do you desire a newspaper published in your town? Do you want a job equipment kept here, so that you can get any class of work which can be turned out by an ordinary printery? If you do you must give it a reasonable patronage in advertising and job work upon which to subsist.

You expect your newspaper to advocate all measures which will cause your town and community to grow and expand and, in so doing, you help yourselves. You expect it to discourage those, who should be your customers, from patronizing other towns and mail order houses. You expect it to advocate and push forward all public enterprises that will enhance the value of your property and, incidentally, build up your business. You expect the paper to do this without cost to you. In other words, you expect your newspaper to be a sort of mouth piece for your town. This is the duty of a newspaper. On the other hand, it is the duty of the business men of a town to give its newspaper a reasonable support.

The editor of the NEWS has tried to publish a newspaper which would command the respect of other newspapers throughout the state as well as the people tributary to Scio and other portions of the county. Possibly we may not have taken the view of a public question now and then, which some of our patrons would like. This, probably, cannot be avoided; for the editor of this paper is a citizen as well as editor and, as such, has the same right of opinion and to express the same that any other citizen has. Nor do we think it just nor right to boycott the NEWS because it dares to express an opinion at variance with your own. Nor do we think the business men of Scio act fairly when they send to other towns to get their printing when they can get it equally as cheaply at home.

Scio is but a small town and when every business man here gives the NEWS a liberal patronage, the support is meager. In fact, if the paper did not accept outside advertising, it could not exist. No man will continue a business which is losing money. He must make a profit, else go out of business. The farmer must have a profit over and above the cost of producing a crop. The merchant must receive from his customers, a price sufficient to pay his expenses and a reasonable profit besides. The newspaper man must have a sufficient patronage to pay office expenses and a moderate living besides.

Scio business men, it is up to you. Not half of the business of Scio is represented in our columns. The business showing for the town, is not good. If Scio should be judged abroad from the showing made in our columns, people will think we have a snide town, else our business men are asleep.

Some of our business friends seem to regard newspaper advertising, as a sort of charity for the editor. This is a grave mistake. The present editor, at least, is not yet a subject for charity. Should that time ever come, with us, there is always other means of obtaining a livelihood besides editing a newspaper. However, the NEWS man has offered his plant for sale and, perhaps, someone will follow us who will cater to the people of Scio more successfully than we have. But,

business men, bear this in mind, any man that conducts a newspaper in Scio, must have the continued support of every merchant, in order to win out. Also, every bit of patronage you give your newspaper, if he is truly a newspaper man, over and above expenses, is devoted to making your paper better. The NEWS has pursued this policy and, we feel sure, any man who is our successor will do the same. Remember, however, that the value of your newspaper depends upon the patronage you give it. This is not a mere matter of subscription, but a continued advertising patronage to its columns.

NEXT PRESIDENTIAL CANDIDATES

THERE IS BUT LITTLE DOUBT of President Taft being nominated to succeed himself. In fact no other republican is talked of for the office. So we can assume, with surety, that Taft will be the nominee. The fact that he has forced congress to enact into law his Canadian reciprocity treaty, nevertheless he had to appeal to the democrats to pass the measure, makes him no less popular. Taft, therefore, will be the republican nominee. But who will lead the democrats?

At the present time Governor Woodrow Wilson of New Jersey, seems to be the man. But there are Champ Clark and ex-Governor Folk, of Missouri, to reckon with, to say nothing of other men who may loom up before convention time comes around.

Oregon is to lead off next spring, in naming her choice for a candidate on each ticket. Oregon's lead may have some influence in the naming of candidates. It will indicate, at least, what is the sentiment of the northwest and of the Pacific coast. For this reason, the people of our state should give an occasional thought to the matter and endeavor to name a candidate for each ticket who favors reforms the people want and who is, at the same time, likely to gather in the vote of his party throughout the nation.

Many of our farmers, we are told, are constant patrons of mail order houses. While it is true that men will and do buy where they can buy cheapest, is it always policy to do so? Is it a good plan to send money to help build up other towns and other localities and hold your own back? If it pays one farmer to send to the mail order house for his goods, wares, etc., it will pay all to do so. Then what will become of your local stores, of your local town and the value of your farm? If land is worth more as a home because it is close to a town, to schools, churches, etc., whenever you patronize the merchants of other towns or cities, you are injuring your own town, your schools, your churches, etc., and finally, the values of your land. If Scio, for instance, had a population of 5000 people, the land—your land mayhap—adjoining town, would be worth two or three times what it is now. Hence, if you help in every reasonable manner possible to build up your own town, you are aiding to help yourself in the end. But if you are helping some other town by patronizing its merchants, thus helping to build up those communities, you injure your own town and yourself proportionately.

President Taft is more largely indebted to the democrats than to his own party, for the passage of his Canadian reciprocity measure. Just where in the republican party can claim credit, which it will do next campaign, is not quite prominent at the present time. As a matter of fact, democratic congressmen have shown, in recent years, that they are more patriotic, nearer the people and less under the influence of the interests, than their republican associates. Nor will the people forget them for their disinterested action, one year from next November.

There is something pathetic and sorrowful in the story of the Alameda county (Cal.) assessor, who lived an honorable life, sustained an honorable name and raised an honorable family to become a grafter in his old age. His guilt is beyond dispute and he, knowing his guilt, is willing to take his medicine. Yet, all the same, such a conclusion to to an honorable life brings a feeling of sadness to the heart of every every law-abiding American citizen.

President Taft has succeeded in having his Canadian reciprocity measure enacted into law. But to whom or what party is he indebted for enacting his pet measure into law? More democrats than republicans gave the measure their support. For this reason, though a Taft victory, the republican party can claim no credit for it.

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