

The Santiam News.

VOL. XVI

SCIO, LINN COUNTY, OREGON, THURSDAY, JUNE 19, 1913.

NO. 48

School Meeting

Dr A G Prill was reelected director and J F Wesely, clerk, at the annual school meeting held last Monday afternoon.

An appropriation of \$540, which was allowed for another instructor the coming year, whom it has been decided will not be needed, was voted to be applied on a gymnasium. This building is to be erected on the school grounds and equipped at a cost not to exceed \$540. The work will probably be done this summer.

The question of arousing interest among the young people for the industrial fair, came in for a share of attention. Parents are urged to cooperate with the Fair board and school directors in urging their children to compete in all lines and bring the results of their labors to the school fair. About \$600. in cash prizes will be given, which is surely worth working for. Any who do not have a premium list may secure one by calling on Dr Prill or J F Wesely. It was agreed by all present that if Scio does not show a proper appreciation of the school fair it is liable to go to some town that will.

The Clerk's annual report shows the district to be in a prosperous condition, with a small balance on hand after paying all the expenses of the school year just ended.

Teachers for Coming Year

Following are the teachers elected for the Scio school for the coming year: Prin., M S Lovelace of Portland; Assistant, Miss Nellie Van Slyke; Grammar, Miss Celia Bump; Int., Miss Renoh Evans; Primary, Miss Ruth Evans.

The board feel that they have made good selections. An article giving more of the history and qualifications of the teachers will appear in an early issue.

The fine showers the past week have been worth thousands of dollars to the farmers.

Mr and Mrs A Groelick were trading with Scio merchants last Thursday.

Mr and Mrs Joe Boyonovsky returned home Saturday evening from Portland.

Regular meeting of the Commercial Club next Friday evening at the city hall. Come out and help boost for Scio.

Thomas creek has taken on the appearance of a huge woodpile this week, as 1500 cords of wood have been floating down stream on their way to the paper mill at Lebanon.

Chris Bilyeu writes from Loma, Montana, to his parents here that he has a house built and a garden planted which is looking fine. As Mrs Bilyeu and Grace recently joined them they are now keeping house on their homestead.

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.

Fourth of July Prizes

The following prizes were contributed by the citizens and businessmen of Scio for the celebration to be held here:

1st pony race \$5.00
2nd pony race 5.00
Slow horse race 2.50
Bicycle race, \$3 pr shoes
Wheelbarrow race, \$1.25 shirt
Sack race, \$1.50 whip
Potato race, \$1 pkt knife
Bologna eating contest,
75c straw hat
Men's race, 2.50 Keen
Kutter saw
Fat men's race, \$1.50 prize
Womens race, \$1.50 hand bag
Hobble skirt race, \$1.50 prize.
Tug of war, box of cigars
Free admission to the fair grounds, and everybody cordially invited.

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.

M P Long was a Scio visitor Tuesday.

E M Kimball, the Jordan miller, was transacting business in town Monday.

John R Gill transacted business in Albany Tuesday.

Lafe Osborn of Shelburn purchased a Ford car this week through Fred T Bilyeu.

Miss Rolla Wade returned from Portland Monday evening accompanied by her aunt, Mrs C H Myers of Waverly, Wash, who is here for a visit with her sister, Mrs C C Wade.

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.

The Catholic church here was crowded Sunday afternoon when Archbishop Christie of Portland dedicated the building and confirmed a number of the younger members. Fathers Lane and Bennars together with several others accompanied the Archbishop over from Albany by auto, returning in the afternoon.

EVOLUTION OF ADVERTISING

BUSINESS methods are continually changing. Within the memory of many of the active business men of today a real evolution has taken place. A few years ago there was a ready market for manufactured products. This was because our population was not so large and the demand easily exhausted the supply. But increasing population, increasing factories and greater competition have changed the situation. Today the manufacturer is endeavoring through advertising to create a demand for his goods, as he finds local dealers are anxious to carry in stock goods of recognized quality for which there is a demand.

Although the manufacturer has been creating a demand for his product through a big advertising campaign, it is up to the local merchant to carry on the advertising campaign in his community, and not only handle goods of quality but to be strong in telling of their merits.

While business has been developing, advertising, as a part of business, has undergone great changes. About fifty years ago it was considered contrary to business ethics to solicit a customer away from a competitor. From then to now is only a short span of years, and yet today about \$1,000,000,000 is spent annually in advertising. Competition has become very sharp in the advertising field, and to be a successful advertiser requires skill. The spasmodic, wasteful advertising of yesterday is giving way to the persistent and systematic advertising of today.

The time is fast approaching when the persistent and systematic advertiser is going to get the business. It may not come today or tomorrow, but it is just as certain to come as death itself. Every merchant who desires to keep abreast of changing business methods will make it a part of his business to study advertising or he will wake up some morning and find he is outclassed and outdistanced.

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

New subscribers since the last issue are, Mrs R W Clark, W W Perry and Paul Bartnik.

Chamberlain's Colic, Cholera and Diarrhoea Remedy.

Every family without exception should keep this preparation at hand during the hot weather of the summer months. Chamberlain's Colic, cholera and diarrhoea remedy is worth many times its cost when needed and is almost certain to be needed before the summer is over. It has no superior for the purposes for which it is intended. Buy it now. For sale by all dealers.

"THE DAIRY CITY" A LIVE WIRE

SCIO COMMERCIAL CLUB DIRECTORY

Barbers and Bath

Morris Bros.

Blacksmiths

Mac Donald & Stepanek
F. P. Williams

Country Club Milk

Scio Condensed Milk Co.

Confectionery and

TOBACCO. J. S. Sticha

City Electric Light

and WATER. Walt Bilyeu, Supt

Churches

Christian, Baptist and Catholic

Druggists

E. C. Peery & Co.

Dentists

Dr. T. K. Sanderson

Dry Goods, Clothing

Wesely & Cain

Drayage

H. S. Shelton

Express, & Pool Hall

C. C. Wade

Flouring Mill

Chas. Warner, Mgr.

Groceries

J. F. Wesely
J. F. Beard

Gen'l Merchandise

W. F. Gill & Co.
Prochaska & Co.

Hotel

E. C. Smith, Prop.

Hardware & Impm'ts

N. I. Morrison
Chas. Wesely

Ind. Telephone Co.

J. N. Weddle, Mgr.

Jeweler

A. W. Hagey

Linn County Fair

September 24, 25 and 26

Livery & Feed Stable

Cal Carson, Prop.

Meat Market

McDonald Bros.

Millinery

Mrs. O. B. Cyrus

Notary Public and

REAL ESTATE. E. Shelton

Physicians, Surgeons

Dr. A. G. Prill
Dr. E. H. Holson

Planing Mill

Kukacka & Chrony

Public & High School

Fred Gray, Prin.

Produce companies

J. F. Leiffer, Mgr.
Tom Large, Mgr.

Postoffice

W. F. Gill

Santiam News

L. W. Charles, Pub.

State Bank

W. A. Ewing, Cashier

Shooting Gallery,

CONF. and CARDS. Tom Large

Ewing-Miller

A pretty wedding was solemnized last evening at the residence of F W Emerson, pastor of the First Christian church, 717 Broadalbin st., when he united in marriage Mrs E J Miller and W A Ewing, both prominent residents of Scio, says Wednesday's Herald.

The ring ceremony was used and the wedding was witnessed by only a few relatives of the contracting parties. After a bridal trip of several days to Newport, Mr and Mrs Ewing will return to Scio where they will make their home.

The groom is one of the most prominent business men of Scio and has been for many years cashier of the Scio State Bank. He is a man of excellent business judgment and strict integrity and has many friends in Scio and other parts of Linn Co. The bride has resided for many years near Scio and is well and favorably known. Mr and Mrs Ewing have the best wishes of a wide circle of friends for unbounded happiness.

As Others See Us

The Albany Democrat last week had the following kind words for the News:

"Arriving this morning from Scio, L W Charles, editor and proprietor of the Santiam News, his wife and son spent the greater portion of the day in Albany. When asked this morning as to business conditions in Scio, Mr Charles stated that the town never appeared to be more prosperous. Two new brick buildings and a number of residences are in course of construction at the present time and other minor improvements are being made.

"Mr Charles is a good newspaper man and is publishing a better paper than is warranted by the advertising patronage."

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

Shoemaker

Eli Lukenbach

Tinsmith

F. Ohlmeier

Fraternal and Secret

ORDERS. Masonic, Odd Fellows, Knights of Pythias, Maccabees, Modern Woodmen and Z. C. B. J.

WANTED

Harness Maker. Garage. Better Railroad Service. Sawmills. Manufacturing Enterprises.

All citizens to attend the Commercial Club. Meetings first and third Friday evenings of each month.