

The Santiam News.

VOL. XVI

SCIO, LINN COUNTY, OREGON, THURSDAY, JULY 3, 1915.

NO. 50

Possibly About You

Ed Fleming was a Scio visitor Saturday.

Prof Wilson was a Scio visitor Saturday.

Wood taken on subscription at the News office.

S W Gaines was transacting business in Scio Saturday.

Something new in fall hats. Come and see them at John Wesely's.

Mrs E H Holland and sons Ed and Glen have moved back from Albany for the summer.

Come out and see the photograph at Wesely-Cain hall Sunday evening.

For Sale—A nice roomy cottage in first class condition.—R M Cain.

Riley Shelton is now "at home" in his new house tent just north of Dr Prill's office.

A marriage license was issued Wednesday to John A Cary and Lulu B Cary, both of Scio.

All the latest styles of lasts for fall in Florsheim shoes at John Wesely's.

For Sale—A bicycle in first class condition, for \$10. Enquire at this office.

Our shoes for men, women and children please both your purse and your feet.—Hibler & Gill Co.

Carl Cyrus who holds down a good position in a Lebanon garage Sundayed with home folks.

Two male pointer pups six months old for sale.—Chas Chrz, 1 mile west of Scio, R F D No. 2.

Sixteen head of goats for sale at \$1.50 per head; six wethers and ten nannies—six kids go with nannies.—A Groulick. 1

Mrs Don McKnight came down from Mill City last Thursday evening for a visit with her mother, Mrs V A McKnight, and other relatives.

Miss Mamie Kopecky returned to Lebanon last Thursday after a short visit at the home of her sister, Mrs H A Stepanek.

Fred Ficklin with his wife and baby are visiting at the home of his sister, Mrs Walter Bilyeu. They expect to return to their home at Albany after the 4th.

Ex-county Treasurer, R B Miller and wife came over from Albany Saturday for a visit at the J A Bilyeu home.

Stayton has decided not to have a celebration on the Fourth. Make a note of this and come to Scio where the eagle is going to scream at the top of his voice,

YOUR SUBSCRIPTION EXPIRES on the date stated in the space below. For 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.

Lost—A bunch of keys. Return to C D Compton. Reward.

Florsheim shoes for men are in a class by themselves

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

Mrs Petit who has been ill for some time died Tuesday.

F J Denny was a Scio visitor Wednesday.

R Shelton was transacting business in Albany Wednesday.

Lumber is being placed on the ground this week for E C Peery's new business block.

Will Garland is improving the appearance of his house this week with a coat of paint.

Mrs T K Sanderson returned the last of the week from a visit at Portland.

F L Baird of Yoncalla is here this week visiting at the home of his father, Jesse Baird.

If you want a pair of stylish dress shoes buy Florsheim at John Wesely's.

Mrs Maurice S Allen of Roseburg is here this week visiting with her parents, Mr and Mrs R L DeVaney.

Lafe Osborn was the lucky party who won the fireless cooker at N I Morrison's July 1. Mr Osborn turned in checks to the value of \$36.10.

F de Rougemont who is a delegate from Switzerland to the World's Citizenship Conference, came up and spent Wednesday night at the home of C U Sandoz. Mr de Rougemont and Mr Sandoz were playmates together in Switzerland.

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.

John W Shumanek and Miss Anna L Posvar, both of Scio, were united in marriage this morning by County Judge Bruce McKnight, says Wednesday's Herald. The groom is one of Scio's most promising and capable young men and has proven himself to be a great success as a farmer. The bride is the daughter of R W Posvar and is one of Scio's most prominent and highly esteemed young ladies. They will make their home on the farm of the groom near Scio.

THE ADS THAT PAY

ADS that are effective are the ads that are simple and filled with common sense. The common sense of the advertiser comes into play in the preparation of every ad, and the more ads he prepares the more experienced he becomes. It is the experienced advertiser after all who appreciates the value of newspaper advertising, knows how to advertise, and writes the ads that count.

If a merchant is going to advertise there are but three things for him to put into his ads—name the article for sale, tell why the article is good to have and then say that he sells it.

An ad should catch the eye of the reader. This can be done by so preparing the ad as to have it easily distinguished from other ads in the paper. It is up to the advertiser or merchant to lay out his ads, and then he puts his own taste and ideas into his ads. By continually studying this phase of his advertising and putting his best ideas into practice he will find that his ads will grow in attractiveness.

Ads must interest by appealing to the intelligence of the people. For instance: let us illustrate a good way to advertise soap. To make the soap ad interesting and convey information we might show the value of cleanliness, use and misuse of soap, value of this particular kind of soap, how it is made and the ingredients it contains, and wherein it excels other kinds of soap. In this way we secure the attention and interest, and if the soap can stand the test the ad will be convincing.

The attractive, interesting and convincing ads are the ones that sell the goods. They are the telling ads and those that pay.

Our readers will notice the first of a series of advertisements to be published in the Santiam News by Albany College. During the last year this institution was successful in raising an endowment fund of \$250,000, the worth of the college having been recognized by James J Hill, who promised \$25,000 as his own personal gift. As the growth of this institution is of advantage to the whole of Linn county, our young people are recommended to consider what it offers in the way of higher education.

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
E. 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.
Prochaaska & Co.

Hotel
E. C. Smith, Prop.

Hardware & Impn'ts
N. I. Morrison
Chas. Wesely

Ind. Telephone Co.
J. S. Weddle, Mgr.

Jeweler
A. W. Hagey

Linn County Fair
September 21, 22 and 23

Livery & Feed Stable
Cal Carson, Prop.

Meat Market
McDonald Bros.

Milinery
Mrs. O. B. Cyrus

Notary Public and
REAL ESTATE—R. Shelton

Physicians, Surgeons
Dr. A. G. Prill
Dr. E. B. Hobson

Planing Mill
Kukaeka & Chromy

Public & High School
Fred Gray, Prin.

Produce companies
J. F. Leffer, 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

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 shirt race, \$1.50
prize.
Tag of war, box of cigars

Free admission to the fair grounds, and everybody cordially invited.

J A Bilyeu took Mrs R M Cain, Bennie Prospal and Ed Wesely over to Albany Tuesday, where they took part in Prof Wilson's recital that evening.

Forest Woodmanson went over to Albany Tuesday evening via the C & E to take part in Prof Wilson's recital.

Get your Mower and Binder repairs for the Champion, Deering, Buckeye, McCormick, Osburn, or any machine made. I have a stock on hand for the above machines, also the Walter Wood machines.—N I Morrison.

Mr Johnson and party of Salem passed through town Monday enroute to Albany by auto. Mr Johnson, who runs a clothing store in the capitol city stated that his home was at Scio until he was 16 years of age, but he finds things considerably changed.

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 Laikenbach

Tinsmith
F. Ohlmeier

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

WANTED

Harness Maker. Garage. Better
Railroad Service. Sawmills. Man-
ufacturing Enterprises.

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