

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, OCTOBER 16, 1913.

NO. 13

Possibly About You

Photo play Sunday evening.

Wood wanted on subscription at the News office.

Charles Wesely was an over Sunday visitor at Albany.

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

New line of front lace Royal Worcester corsets at John Wesely's.

Will Garland was a business visitor at Albany Saturday.

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

Mr and Mrs George Blatchford of Shelburn were Scio visitors Friday.

Miss Nellie Van Slyke spent Saturday at Albany.

For rent—Three nice rooms, furnished for housekeeping, on ground floor. E C Shelton, Scio.

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

Dr Prill reports the following births: Oct 4, to the wife of M G McDonald, a boy. Oct 10, to the wife of R D Powell, a girl. Oct 13, to the wife of Geo. Grimes, a boy.

Misses Ruth Evans and Celia Bump spent the week end with home folks at Salem.

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

Remember the picture show commences at 8 o'clock sharp Sunday evening.

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

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

Picture show Sunday night. Admission 10c and 20c.

The News office can use a few bushels of first class apples and potatoes on subscription.

G W Waddle of Burns writes the News as follows: George D Waddle, aged 19 years, died at the Cottage Inn at Burns, Oct 5. The young man was the son of Mr and Mrs G W Waddle and arrived with his parents from Crabtree a few days before his death. The family intended to take up land in the country near Burns but the boy was affected with kidney trouble which proved fatal. He is survived by his parents and several brothers and sisters. His mother and youngest sister are now sick with typhoid fever, but it is hoped they will recover. The funeral was held from the Presbyterian church Monday, and interment was made in the Burns cemetery.

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.

The Scio Derby Race

The following story in rhyme of the Derby at the Linn county fair, held at Scio recently, was written by Mrs Wilson, wife of Jockey Frank Wilson, who rode Joe Knight's horse, Abella, in that race:

Hear the strains of music,
See the happy throng,
At Scio, Oregon,
People pass along.
Oh, what joy and splendor
Fills each happy face;
Their thoughts, free from sorrow,
Are of the Derby race,
The music ceased its playing;
The judge's voice echoed loud;
To the post four horses came
Before a yelling crowd—
Aand to the post at 2:15
The winner hard to pick,
Horses named Greenlow, Wop,
Arbella and Lucky Streak.
The little brown mare in the race,
Arbella was her name,
To the seventh annual Linn county fair
From Myrtle Point, Ore. came.
The people cheered when she appeared
And each one did declare,
A better race he'd seen no place,
Than the Derby at the Scio fair.
First Lucky Streak he set the pace;
He led to the five-eighths pole;
The owner tho't he'd won the race,
But he stepped in a gopher hole—
Here Arbella went to the front;
The back stretch she began to breeze
Mr Allen then wanted to bet that
Wop would win with ease.
The race was won—
"In 1:45" the judges cried.
"It's unfair,"
The losers then replied.
The jockey on Wop,
First used his spur, then whipped.
The owner declared,
"The weights were slopped."
But the weights were even,
Thd the judges square—
So Arbella won the Derby
At the Scio fair.

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

Try "Harmony of Boston" spearmint tooth paste.

Moving picture show Sunday evening.

Our stock is now complete in all departments. John Wesely.

Mrs Mary J Bilyeu went to Lebanon the last of the week for a visit with relatives.

Prof M S Lovelace spent Saturday and Sunday at Portland, where he visited with his better half. He expects Mrs Lovelace here about the first of the year.

John Leffler is now carrying the mail on route 2, in place of Ona Shelton who resigned and has moved with his family to a farm near Jordan.

Uncle Ike Bates who has been ill for several weeks, is very low and owing to his advanced age of 84 years, little hope is entertained for his recovery. He has been failing fast since the death of his faithful wife and lifelong companion a few months ago.

Habit of Reading Ads

IT is always interesting to ask people how much of the advertisements they read. The answer in a majority of cases is, "I don't read the ads." Let us examine this.

Man is a creature of habit. He is doing things, unintentionally and unknowingly, every day from force of habit. He reads the newspaper for news because it has become a habit and he has unintentionally acquired the habit of glancing at the ads. This is evident as when people buy soap, baking powder, canned goods, etc. They buy a certain kind. Why? Because they have unknowingly read and been influenced by advertising. We generally buy products that are well advertised.

A large number of readers see ads, but few stop to read them unless they are attractive. The advertiser should so construct each ad as to catch and hold the casual glance of the reader. It is capturing the casual glance that counts. That glance must interest the reader in the subject matter of the ad, and when that interest is created the chances are certain that the reader will want to read the ad to the end. "If an ad isn't read, it is dead."

It is a matter of common knowledge that a reader peruses the paper for the news, whatever the news may be. The news the reader is looking for is the news that interests. Therefore, it pays the advertiser to so construct his ads, giving business news as to attract and interest the reader. Why is it that department store, house furnishing and automobile advertisements are read so generally? Because they contain so much interesting matter of news value.

Whether or not ads are read depends upon whether or not the ads are worth reading. The reader tells at a glance whether or not he wants to read an ad, and if he does not it is the advertiser's fault. If the advertiser wants his ads read he must educate himself to write ads worth reading.

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

Come to the picture show next Sunday evening. Admission 10c and 20c.

Trespass notices for sale at this office at five cents each.

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.

Regular Meeting

Tomorrow, Friday evening, at 7:30 the Commercial Club will meet in regular session at the city hall.

A meeting was held last Friday evening at which only a few were present. Plans were outlined for the winter's work and a review taken of the good accomplished by the club the past year.

The regular meeting of the organization are the first and third Friday evenings of each month, and everyone who is interested in the growth and development of this section is urged to come out and get in touch, and discuss ways and means of obtaining best results.

MARKET REPORT

The following are cash prices quoted on Thursday of each week by our dealers:

Wheat, per bushel.....	\$ 80
Oats	34
Flour, per sack.....	1 25
Brans, per ton.....	28 00
Middlings, per ton.....	33 00
Chop, wheat, per ton.....	33 00
Chop, oats, per ton.....	25 00
Butter, (Country) per roll.....	60
Eggs, per dozen.....	32
Chickens, per pound.....	11 to 12
Geese, per pound.....	9
Turkeys, per pound.....	17
Ducks, per pound Pekin.....	11
Ducks, Indian Runner.....	8
Beef, per pound, live weight... 5 to 07	
Pork, dressed.....	11
Pork, live weight.....	8
Veal, per pound, for shipping...	12

95 PER CENT FAIL IN BUSINESS

95 per cent of business men fail. 84 per cent of failures are non-advertising merchants. When sick you see a doctor, when in legal difficulty you see a lawyer, and when you want to stimulate business you should see a specialist in advertising. That's my business. Write for particulars.

George E. Patterson,
Estherville, Iowa.

Sure Catch mouse traps, two for 5c. Morrison leads, others follow.

Photo supplies at Peery's Drug store.

Those who have seen fit to take advantage of our special \$1. subscription offer since last issue are: J S Sticha, J A Wallace and Asa Hirons. Remember this \$1. offer doesn't last forever, Better hurry and get your name on our honor roll.

P H MacDonald arrived home Tuesday from a hunting trip near Riddles in company with M M Peery and Mr Kessy of Springfield. The party killed five buck deer, two of them being brought down by Pete.

ATTENTION FARMERS—We are the exclusive agents in this territory for the Kentucky grain drill. Every one that intends to buy a drill this season should call and examine this machine, for there are many improvements on it this year and our prices are ALWAYS better. —Blatchford Bros, Shelburn, Oregon.

Possibly About You

Evening Telegram and Santiam News one year for \$3.75.

Capp's 100 per cent pure wool clothing from \$12 to \$20. John Wesely.

A J Arnold, W W Milks and H C Rahn were Albany visitors Wednesday.

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

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

Byron Crabtree and Miss Mary Smith of Crabtree were married at Albany Wednesday.

Nice assortment of ladies coats from \$2.50 to \$22.50 at John Wesely's.

Rexall shaving lotion for a tender face.

Those Rexall self filling fountain pens are guaranteed to give satisfaction.

We have a few thousand lbs. of vetch seed left. All farmers needing vetch seed should place their order right away, for it will not last long. Blatchford Bros, Shelburn, Ore.

All the latest novelties in Brocade silks and velvets at John Wesely's.

Mrs M Leslie of near Eugene is visiting at the home of her parents. Mr and Mrs George Morrow.

Let us supply you with winter shoes. Prices and quality guaranteed. John Wesely.

W H Speer who was S P agent here last year came in the last of the week for a few days visit with friends. He left Monday afternoon for Gold Hill, where he is now stationed.

There will be a dance at the Fair Grounds next Saturday evening. Good music and a good time. Everybody come.

Tomie E Fleming of Scio and Miss Ethel E Hickman of Stayton were united in marriage by County Judge McKnight on Wednesday, October 15. The young couple will make their home at Scio.

Violet Dulce toilet articles are the best.

A number of the little ones about town have been seriously sick with cholera infantum the past two weeks. Will Knauf's baby was not expected to live for a few days, but is now slowly improving. Gladys, the little daughter of Roy Shelton, is also on the mend now. Roe Shelton's little boy is still very ill, but it is hoped the little fellow will pull through all right.