

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, OCTOBER 23, 1913.

NO. 14

Possibly About You

Photo play Friday evening.

Wood wanted on subscription at the News office.

L W Pomeroy went to John Miller's east of Shelburn Tuesday for a few days visit.

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

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

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

R Shelton and J M Lindley returned Tuesday from a hunting trip in the mountains, without bringing down any b'ars or deer however.

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.

Mr and Mrs Fred Sturges are down from Riley to spend the winter with the latter's parents, Mr and Mrs George Griffin.

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 Friday evening.

F T Bilyeu gathered twenty pounds of English walnuts from a single tree in his yard last week which is a pretty fair crop.

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.

Mrs J F Wesely who has been staying with friends at Albany and taking a rest the past few weeks, returned home Wednesday.

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

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

"How to obtain the million dollar look" is the subject of a motion picture drama that will be shown here the last of this month, showing how a suit of clothes is made, giving every process from the sheep's back to the man's back.

At the annual meeting of the Scio Condensed Milk Company's stockholders, which was held last Monday, all the old officers were reelected. They are thinking of enlarging the milk plant next year if the business will justify.

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.

Thayer--Sumpf

Charles Fairfax Thayer was united in marriage to Miss Lucille Sumpf at Salem last Thursday. Mr Thayer is the son of Mr and Mrs Frank T Thayer of Scio, and has resided in this part of the county for many years. Miss Sumpf has been staying at the home of Mr and Mrs Chas Irvin of Hubbard for the past two or three years, her parents being dead. Mr and Mrs Thayer are both well known here and have the best wishes of a host of friends for many years of happy wedded life. They will make their home on a farm in the vicinity of Scio.

Register!

All voters of Scio must register at the office of the undersigned in order to vote at the coming city election. Registration books open until Nov 1.

J S Sticha,
City Recorder.

All night dance will be given Thanksgiving eve. Good music and good floor. Everybody invited.

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

Miss Salbena Kukacka left Monday for Montgomery, Minn. where she will spend several months visiting relatives.

Try "Harmony of Boston" spearmint tooth paste.

Two literary societies have been organized in the Scio schools. They will give a program every two weeks.

Moving picture show Friday evening.

Fred Jones and Roll Morris returned home Wednesday from a hunting trip in the mountains, bringing three deer with them.

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

Violet Dulce toilet articles are the best.

There will be a meeting of the Commercial Club tomorrow, Friday night for the purpose of discussing the referendum measures to be voted on at the election November 4.

A demonstration was given Wednesday afternoon with the new chemical engine which the city recently received from the Columbia Engineering Works. It was not much of a fire to show the power of the engine over flames, however, the engine may be all right.

VALUE OF HEADLINES

THE real purpose of the headline is to catch the eye of the reader, and interest him in the subject matter. That is the purpose of the headline to the news item, and that should be the purpose of the headline to the ad.

The news item would be extremely unattractive and the paper would be extremely unpopular if the paper did not feature the more important news items with appropriate headings.

In most of the large metropolitan papers the highest salaried men are headline writers. The management of big papers appreciate the great value of headlines consisting of a few well chosen words which gives the gist of the news in the items. Good headlines add to the value of the paper. Very few people read every item in the paper in this busy age and the headlines make it easy for them at a glance to choose the items they want to read.

Headlines tell the story in the item below in the shortest and most concise form.

The news is gotten up in such shape as to attract and appeal to the readers so as to sell the papers.

Advertising is news relative to a business. It is equally true of advertising that it should be gotten up in such shape as to attract and appeal to the readers so as to sell goods.

The advertiser has much to learn from the news writer. The news writer writes the news first and then constructs the headings. Likewise the advertiser should write the body of the advertisement first and then construct the heading.

The first aim should be to write an ad that is convincing in itself. Then top it off with a headline or headlines that attract the reader and capture his attention.

The headline to a news item contains the gist of the news story, and the headline of an ad should contain the gist of the selling story of the ad.

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

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

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.

W. E. Greene Victim of Runaway

When William E Greene, salesman for the Blake, McFall Company, left Portland last Monday on his trip to Willamette Valley points, his hair was brown with the exception of a fringe of gray about the temples. Today Greene is white-haired, the shock and fright resulting from the accident he encountered near Brownsville Wednesday, having changed the color of his hair over night. Greene was thrown from his buggy while driving out of Brownsville and for two days wandered aimlessly, being found in Grants Pass Friday by a friend.

"I noticed the day after I was thrown from the rig that my hair was white," he told his surprised wife when he was brought back to Portland Saturday.

"I never saw such a change," exclaimed Mrs Greene this morning. "He used to have just a little gray hair. Now there isn't a brown hair left on his head."

Greene is confined to his bed suffering from a concussion of the brain and several bruises on his shoulders and hips. Dr H M Patton is attending him.

"The shock to the nerves feeding the hair caused the change in color," said Dr Patton. "The injuries to his head has also affected one of his eyes." Dr Patton said Greene would recover.

The salesman still is unable to give a detailed account of the accident. He remembers he was thrown from the buggy when the horses ran away after one of the reins broke. He laid in the road, while it was raining, for two or three hours, he says.

When he arose he was unable to think for himself, acting only on the suggestions of others. A boy going toward Brownsville asked if he was going to get on a train. Greene said "yes" and boarded a train, not knowing where he was going. He says he remembered getting on the train, but had no intention of going to Grants Pass until the conductor asked if he was not going to that city.

Again Greene said "yes," and got off there. He remembered, he said, that the sudden change of the color of his hair attracted his attention as he looked in a mirror the next morning. In Grants Pass he continued to wander about until a friend found him in a poolroom, —Portland Telegram, Oct 20.

Mr Greene who has made this territory for several years, is well known in Scio and spent Saturday, Sunday and Monday here taking orders from our merchants the week before his ill-fated drive out of Brownsville. His many Scio friends join in hoping for his speedy recovery.

Come to the picture show this Friday evening. Admission 10c and 20c.

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

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.

Cider apples \$10 per ton at Gilkey Station. All you want. Come at once.

A teacher of vocal music from Albany will be at Scio next Saturday and anyone thinking of taking vocal lessons are requested to give their names to Prof M S Lovelace.

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

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

Apples cheap, 15c to 25c per box. Call at Gilkey Station with boxes and take them away. Come at once.

Frank Sticha is in very poor health with dropsy and cancer of the stomach. His physicians hope that an operation may restore him to health, and this step may be resorted to in the near future.

Rexall shaving lotion for a tender face.

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

The new Domestic Science teacher for the Scio high school is a Miss Johnson of Albany. She will take charge at the beginning of the second semester.

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 Wesley's.

Following are the titles of the films for the picture show tomorrow, Friday evening: Billy's Honeymoon, (comic); The Maid and the Milkman, (comic); The Man Who Dared, (two reel drama).

Hurry up and get in on the News \$1 subscription offer. The following seven people compose our honor roll this week: J F Oupor; F T Bilyeu, O B Cyrus, J F Bartu, G A Morgan, E Fleming and G W Dennis. Mr Dennis is a Kansas man who says he can't get along with out the Scio paper. Remember also that every subscriber interested in poultry, who renews his allegiance to the News will receive a coupon good for one year's subscription to the Feathered World, providing you ask for it. Don't wait, but come at once as we only have a few coupons left.