

# The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, OCTOBER 30, 1913.

NO. 15

## Possibly About You

The postoffice was moved Wednesday to the new building.

Wood wanted on subscription at the News office.

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

Dr T K Sanderson moved his dental parlors to the new Ewing building south of the bank Wednesday.

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

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

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

Uncle Ike Bates who was taken to the home of his daughter at Lebanon last week is slowly improving and hopes to be able to return home soon.

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

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

Violet Dulce toilet articles are the best.

Mr Wilson, a nurseryman of Hood River, came in Thursday to see his wife who is in very poor health at the home of her parents, Mr and Mrs J A Bilyeu.

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

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

W L Dresback Saturday broke the world's record for apple packing, says the Oregonian. The former record was 140 boxes in ten hours, Dresback packed 141 boxes in nine and one-half hours. He was packing at Gilkey Station for C D Minton and W W Gibson, who own 20 acres of orchard. The variety now being shipped is the Baldwin and is being packed for the California trade.

W L Dresback of Scio who packed 141 boxes of apples in 9 1-2 hours, should be awarded a niche in the hall of fame. He has achieved consummate mastery of a difficult and important art. The apple packer must exercise eye and hand in perfect unison. The eye is required to judge of size, color shape and quality without hesitancy, and the hand must seize the apple it indicates and place it exact position instantaneously. What an education the scientific orchard gives and utilizes—Oregonian.

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.

## SCHOOL NOTES

This year Scio has the largest high school since its beginning. Two extra seats had to be added.

Nearly all the scholars seem well pleased with the revision of the high school laws. They not only make work easier, but allow the students the opportunity of selecting the studies which will help them in their life work. Music is also encouraged and a domestic science course is to be added at the beginning of the second semester. This will eliminate the worrying of the husbands (to be) about their meals. The high school has been divided into two groups, each organizing itself into a literary society. They will alternate in furnishing the programs which will be given every two weeks, beginning on November 7.

Why don't more parents visit school and see what work is being carried on. The parents lack of interest is one that we wish might be changed for we feel that they ought to show an interest in us by visiting our school and see what is being done.

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

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

Rexall shaving lotion for a tender face.

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

## Swatting Slang

Nearly everybody uses slang of some kind occasionally. To counteract this tendency, which seems to be growing, Life has inaugurated a crusade against it with a veritable Friedman cure. Its treatment consists in the injection of the following virus:

"Take it from us, kid, there's no nourishment in slinging slang stuff. That's a cinch. Slang is all to the bad. It don't get you anywhere. Forget that Norwegian college professor who says that American slang is the swell talk. He's trying to put one over on us. Either some one has been handing him a lemon or else he's trying to con us. Listen! You can't make a hit with the tony guys unless you put a little style into your lingo. The trouble with slang is that it puts your vocabulary on the blink in a jiffy. And then, when you want to have a touch of high life and throw the lugs, you're in bad. See? Do you get us? Have some class about you and cut it out." Doesn't that get your goat?

## PREPARING THE COPY

COPY is the soul of advertising, and preparing copy that attracts, interests and convinces is the difficult work of the advertiser. Among the things to be taken into consideration in the preparation of the copy are the headlines, illustrations, type, the space, class of people to be reached, season of the year, etc.

The first purpose of the copy is to attract and interest, through construction and arrangement. That is, the advertiser must, so prepare his copy as to draw the attention of the reader away from the news matter long enough to make an impression on his mind so he will want to know more of the subject matter. The advertiser is competing with capable writers in the news section of the paper. He should make the copy so attractive as to compel the attention of the reader, for the reader buys the paper to read the news, not the ads.

The attention of the reader can best be secured by a proper arrangement of the copy before placing it in the hands of the printer. In arranging copy the advertiser should take into consideration the white space to be filled, type faces and sizes, etc.

A matter of essential importance in the preparation of the copy is not to have the space overcrowded, as this materially effects the attractiveness of the ad. The advertiser can guard against this by preparing a "dummy" of his copy. He will find by personally laying out the copy and arranging the type matter, etc, his ads will be much more attractive, and if the ads are convincing, much more effective.

Another very important matter for the advertiser to bear in mind is that good copy in a paper at one place at a certain time may not be good copy in another paper at another place at another time. The copy must fit the paper, the place and the time.

## 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.

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

Try "Harmony of Boston" spearmint tooth paste.

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

## Father Noah to Blame

There has been much written of late about "swatting the fly." Walt Mason gives us the following on this popular subject:

Had Father Noah been quite wise he would have killed the pair of flies that roosted in the ark; he let that pregnant duty slide while he, and Shem and Japhet tried to navigate their bark. Two flies were all there were, all told! And Noah might have knocked them cold with one great husky swat; he had the chance, he let it slip while he was mooning round the ship—the knowledge makes me hot! And ever since the sons of men have toiled and wrought and toiled again to kill the measly flies; the more we kill the more we find; the more we knock the blamed things blind the more their legions rise. We're all, like Noah, more or less responsible for the distress that makes all hope seem vague; we see some ugly things alive, and let them live and grow and thrive until they are a plague. We calmly view the noxious weeds, and habits bad, and evil deeds, which breed so beastly fast! We let them grow and multiply as Father Noah did the fly, and kick ourselves at last. "A stitch in time," the poet said (he had a long and shapely head). "will save you nine, by gum." And nothing truer will you find in all the years that lie behind, or all the years to come.

## Here's a Snap

The News now has several big bargains in clubbing offers to give you. Among the most important ones are:

The Youth's Companion the balance of this year and all of 1914, with a fine calendar, the Santiam News for one year with a year's subscription to the Feathered World—all for only \$2.75. Make your children happy with a present of the Youth's Companion, and put a smile on your wife's face with a year's subscription to the poultry journal and you will all be happy.

Another big offer is the Chicago Weekly Inter Ocean, the Semi-monthly Farm and Home, together with a 226 piece Xmas package, and the Santiam News a year—all for \$1.50. Call at this office and see a sample package and copies of the papers.

Five more of our good subscribers have taken advantage of our \$1 offer since last issue, but there's lots of room for more. Some of you farmers who raise poultry had better get in here and get a year's subscription to the Feathered World free-by paying a year's subscription to the News in advance at \$1. We still have a few coupons left so if you want in on this special offer, you better hitch "Old Dobbin to the shay" and hustle in here before the next issue of the News. Following are the ones who renewed this week: J N Long, Ed Jones, G W Arnold, C A Bates and W E Arnold.

## Possibly About You

Photo play tonight.

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

Come to the picture show tonight. Admission 10c and 20c.

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

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

Moving picture show this evening.

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

Picture show tonight. Admission 10c and 20c.

C S Bliss of Silverton was in town Saturday drumming up insurance for the Columbia Life.

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

Remember the picture show commences at 7:30 o'clock sharp this evening.

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

Come to the picture show this evening. First class pictures and good music. Children 10c, adults 20c.

## SHELBURN ITEMS.

Stanley Taylor made a business trip to Portland Thursday.

Mr and Mrs Earl Russell spent Sunday with the latter's parents.

A birthday dinner was given last Sunday in the honor of Mrs Alice Churchill. The guests present were Mr and Mrs E Platt, Mr and Mrs George Platt, Mr and Mrs Don Ray, Mrs Knosker and son Cuba, Mr Murphy and two sons, Mr and Mrs W E Churchill and his mother and son Delmer and Roy Shelley. Mrs Churchill received many nice and useful gifts. They were entertained by Mr Murphy's phonograph in the afternoon.

Mrs Steidel and daughter Myrtle went to visit the former's sister at Summit the last of the week.

Frank Grimes and family have moved into town.

I Hoagland went to Portland Sunday.

Gertrude McLain and brothers Harvey and Arthur, spent Sunday at Macleay.

Earl Stuart had the misfortune to fracture an arm at school last Thursday when he jumped from a tree.

H O Shilling made a business trip to Albany the first of the week.

Mr Shilling is helping his nephew, Melvin Arnold, dig a well this week.