

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, NOVEMBER 6, 1913.

NO. 15

Possibly About You

J J Barnes of Stayton was an over Sunday visitor in Scio.

F P DeVaney of Albany is here this week visiting his son, R L and wife.

Wood wanted on subscription at the News office.

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

Picture show Friday and Sunday nights commencing at 7:30 sharp. Admission 10c and 20c.

S R Child and family moved the first of the week from West Scio to their old home at Lents.

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.

Al Briggs who has been afflicted with cancer for several years, died at Stayton last Monday. He was a brother-in-law of J A Bilyeu and well known to all the old residents here.

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

Nickolas Endres of Jordan was in town Tuesday on his way to Albany.

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

Moving picture show Friday and Sunday nights. Entire change of program. Adults 20c, children 10c.

Violet Dulcè toilet articles are the best.

T M Holt who was in town Tuesday, states that he attended the Oregon Butter and Cheese Makers convention at Tillamook last week, where they are making sugar out of the whey left from the cheese.

At the special election Tuesday both the University appropriations, the Workmen's Compensation act and the County Attorney act carried, while the sterilization act was defeated. Salem, Stayton, Harrisburg and several other towns voted dry, and Sweet Home voted wet, which will be the only saloon in Linn county.

Ira Smalmon, for several years a member of the street cleaning department of Portland, has been in the city today, on his way to Scio for a visit. He was born in Scio. Mr Smalmon is a son of ex-sheriff Smalmon of this county, filling the office in 1888-90, now of Astoria. He sees a wonderful change here since sixteen years ago, the last time he was in the city, one that speaks highly for Albany's improvement. — Monday's Democrat.

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.

Notice to Pay Up

Those knowing themselves indebted to the undersigned will please call and settle.
E C Peery.

SMASH GOES THE PRICE

Iron beds that have always sold here at \$3.50 are being sold by Morrison at Scio for \$1.90. See Morrison before you purchase your furniture, rugs, harness, mirrors, or anything you need. By next week I will have an elegant stock. Call and examine. — N I Morrison, Scio, Ore.

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

SCHOOL NOTES

High school was not in session Monday on account of Prof Lovelace being called to Portland, but assembled Tuesday instead.

A very enjoyable time was spent at our Hallowe'en party. After many games, refreshments were served, and we went home.

Miss Helen Muzzy paid the high school a visit Tuesday morning.

The Corinthian Literary Society will give its first program Friday afternoon.

Miss Ethel Ingram paid the high school a visit Tuesday.

Miss Blanche Pruitt has quit school. Do you suppose she is going to get married?

Kate Donahue was absent Tuesday.

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.

Value of Illustrated Ads

CONTRIBUTED BY HENRY H. FAYENBERG

THE broadest, smoothest avenue of approach to the average mind lies in a judicious use of pictures. That the average man is more or less attracted by, and susceptible to the influence of newspaper illustrations cannot be successfully disputed. Appropriate pictures and illustrations exercise a wonderful influence in the realm of advertising. They serve, with headlines, to attract attention and hold it long enough for the reader to get the convincing part of the selling story through the reading matter of the ad.

There are two kinds of illustrations used by advertisers. One shows specifically the article or use of the article, that is, by looking at the cut alone it would be possible to tell what is advertised. The other kind of illustration is merely a picture designed to attract attention without indicating in itself just what is advertised.

There is a distinct advantage in the use of cuts that illustrate, for the advertiser should make the best possible use of the casual glance of the reader. The cut should not be a mere picture but an illustration, and it should speak for itself and tell the selling story of the ad so distinctly that the reader gets the gist of the advertisement at a glance. Whatever may be said in behalf of one or the other kind of illustration it must be admitted that the illustration that does not express a distinct selling idea, and that does not attract attention and hold it, is a poor illustration.

The average person is moved by feeling rather than reason. For instance a reader may purchase an article advertised, as an illustration may have suggested certain use to which the article could be put, and the article is bought to appropriate it to that suggested use rather than for any real reason in buying it.

It is the attractive and suggestive features in illustrations that make them so valuable in newspaper advertising.

 Drs Lowe and Turner, November 21.

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

Mr and Mrs N I Morrison returned Tuesday evening from a business visit at Portland.

Try "Harmony of Boston" spearmint tooth paste.

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

SANTIAM FARM TOPICS.

Mrs Oscar Philpott returned home last week from her two months visit in Missouri with her sick mother and father. While there she viewed the situation and prospects of living there. She could not help rejoicing to know she lived in Oregon where all the luxuries of life was abounding beyond measure.

Mrs Martha Smith and daughter Bertha visited over Sunday with the former's sister, Mrs S W Gaines.

Mrs Bell Alvord returned home Monday after a weeks visit in Portland where she got sick.

S W Gaines and wife returned home last Wednesday from their Portland visit where the old man took a wonderful cold, which was getting the best of him, caused by the hot air heat with which most all the residences are heated. So he cut his visit short and found home the best place for the old couple after all.

Mrs Bell Alvord went to Albany Saturday to transact some business, returning home Monday.

Mrs Jennie Lovejoy came home Thursday for a short visit with her mother, Mrs S W Gaines.

Our road boss, Billy Richardson, has been having all sorts of hard luck with the rock crusher as it broke down on him delaying road work some three days. However, Billy is doing some fine work and will soon complete what road he has graded, if the county court does not renig on him with the money to finish crushing the 600 yards of rock which we have all worked hard to get piled up ready for the crusher, as the county agreed to crush it.

I will state that the Santiam Farm has sold all his baled hay to Mr O'Bryan.

Uncle George Bilyeu was called to Portland to look after his daughter who is in a sanitarium and quite low, having undergone an operation.

Johnny Griggs, the road boss of Crabtree district, is doing some good work near the Hoffman bridge in the way of grading and blasting the rock point, which straightens the road.

M C Gaines sold a span of fine three year-old colts, one being the spotted Apollos, weighing 1600 pounds each, for \$500, to a Portland man last week.

G A Griffin had the county surveyor out Wednesday and established the lines on his Roger Mountain farm.

Some of our school children, Misses Bertha Smith, Merle Griggs and Nina Small, are now attending the Scio high school for the winter.

Prof Lafayette Compton of Albany was over Sunday paying his best regards to his best girl, Miss Dortha Smail of Racoon Hollow. His company was highly appreciated as it was his first visit in three years as he has, and is a very attentive young man to school work and is sure to make his mark in the world.
PIE EATER.

Possibly About You

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

Emil Holub announces that he has recently purchased a registered Poland China boar.

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.

Picture show Friday and Sunday nights. Come out and see some first class pictures.

Remember the regular meeting of the Commercial Club Friday evening at the city hall.

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

Mrs W F Gill arrived home Tuesday evening after a months visit with her sister, Mrs C W Coffey at Carlstadt, Alberta, and with relatives at Spokane, Wash.

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

M E Arnold who is teaching at the Ash Swale school near Brownsville spent Saturday and Sunday with home folks.

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

Prof Lovelace returned from a business trip to Portland Monday evening. He disposed of his 5-acre "ranch" in Clackamas county while away.

Rexall shaving lotion for a tender face.

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

Mrs Mary McHaley and daughter Miss Amy of Heppner, came last week for a visit at the home of the former's niece, Mrs E C Peery.

Remember the picture show commences at 7:30 o'clock sharp Friday and Sunday nights. Entire change of program.

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

J F Wesely's moved to their new home Wednesday. The house, which is strictly modern in all its appointments, is a marvel of beauty and convenience, and one of which Mr and Mrs Wesely feel justly proud.

Services at the Christian church Sunday, Nov 9, both morning and evening. 11 a.m. subject "The Christian Church," 7:30 p.m. "Sin." Christian Endeavor 6:30 p.m. Everybody is cordially invited to come and worship with us. — Ralph L Putnam, Pastor.