

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, DECEMBER 25, 1913.

NO. 23

Possibly About You

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

R M Cain took first prize on cock and second on cockerel at Salem last Thursday, on two Buff Plymouth Rock fowls which he sent to the poultry show there. As these were the only birds he entered, he is naturally pleased with this excellent showing.

Violet Dulce toilet articles are the best.

The meat market put a two year old Hereford heifer on the block this week that excited the admiration of every one who saw it, and tickled the palates of those who were fortunate enough take home a sample for the pot.

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

George Jackson who lives at the home of his daughter, Mrs J N Weddle has been confined to his bed the past week, but is improving somewhat.

See one of the Eastman Kodaks, an appropriate Christmas gift, at Peery's.

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.....	1.60
Semi-weekly Journal.....	2.00
Weekly Inter Ocean.....	1.35

Greeting.

To all our friends and patrons we wish a Merry Christmas and a Happy and Prosperous New Year. We want to thank you for the kind favors you have shown us, and hope that you will help make our store famous in 1914, as you have done before. We are preparing to enlarge our business next year so we can serve you better than before, and wish to assure you that we appreciate your patronage, and want to thank you one and all.

Sincerely yours,
CHAS. WESELY.

1913

Has been a prosperous year for this community, and for the Scio Planing Mill Co. Whether your part in the Scio Planing Mill Co's. increasing prosperity has been your business support or just a kind word for us, we cordially thank you, and now at the threshold of a new year, we extend to you this hearty

GREETING

May 1914 be the happiest and most prosperous of your life, and may there be no hesitancy upon your part to command us at all times for service in small matters as well as large.

The Scio Planing Mill Co.
Scio Oregon

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.

Masquerade Ball December 31

A New Year's dance will be given at Wesely-Cain hall New Years eve, December 31, by the Z C B J lodge. Best costume, lady \$1.50, gent \$1.50; most comical character, lady \$1.00, gent \$1.00. Good music. Lunch at midnight. Everybody cordially invited. A good time guaranteed to all. 23

Cases of Insomnia.

The most common cause of insomnia is disorders of the stomach and constipation. Chamberlains tablets correct these disorders and enable you to sleep. For sale by all dealers.

The Rev. Irl R. Hicks' 1914 Almanac.

The Rev. Irl R. Hicks' 1914 Almanac is now ready and will be mailed prepaid for only 35c. Professor Hicks' fine Magazine, "Word and Works," for one year, and a copy of this Almanac for only one dollar. The plain lessons on astronomy, and the correct forecasts of storms, droughts, blizzards and tornadoes, make these publications a necessity in every home in America. Send to Word and Works Publishing Company, 3401 Franklin Avenue, St. Louis, Mo.

California Woman Seriously Alarmed

"A short time ago I contracted a severe cold which settled on my lungs and caused me a great deal of annoyance. I would have had coughing spells and my lungs were so sore and inflamed I began to be seriously alarmed. A friend recommended Chamberlains cough remedy, saying she had used it for years. I bought a bottle and it relieved my cough the first night, and in a week I was rid of the cold and soreness of my lungs," writes Miss Marie Gerber, Sawtelle, Cal. For sale by all dealers.

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

A Story a Day

A story a day for the 365 day of 1914—that is what you get by subscribing \$2 for the Youth's Companion's new volume. The fifty-two weekly issues of the Companion will contain at least 365 stories, and all other kinds of good reading that can be crowded between two covers—the best advice on athletics for boys, articles on dress and recreation for girls, contributions by famous men and women, suggestions for the care of the health, etc.

For the year's subscription of \$2 there is included a copy of the Companion Practical Home Calendar for 1914, and all the issues for the remaining weeks of this year, dating from the time the subscription is received.

If you want to know more about the Companion before subscribing, send for sample copies containing the opening chapters of Arthur Stanwood Pier's fine serial of life in a boys' school—"His Father's Son." With them we will send the full announcement for 1914.

THE YOUTH'S COMPANION,
144 Berkeley St, Boston, Mass.
New subscriptions received at this office.

HARMONY IN ADS

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The value of proper type display is apparent to every advertiser. Most advertisements contain too much display—too many points are sought to be emphasized. Emphasizing one point at a time centers attention and produces less confusion.

Name of the article and price should be in larger type than the body of the description, but caution should be used in displaying other points. The larger display should be at the top of the advertisement and the display and body of the advertisement should be made to balance. When a display has more than one line the top line should generally be the long line.

The advertiser and the printer should work hand in hand, in determining what to display. It is poor policy for the advertiser to give the copy for an ad to the printer without instructions and a definite understanding between the advertiser and the printer. The printer may be an artist-salesman, but the results are always best when the artist-salesman and advertising-salesman work hand in hand.

Effectiveness of an ad depends to a large extent upon the type in which it is set. An ad could be set in large, bold faced type and be repulsive, or set in lighter, more delicate and plain type and be attractive. Large bold faced type is intended rather for posters, window cards, etc., that are to be read from a distance.

The element of harmony will dominate in all successful ads. In all typographical arrangement the display, body of the ad border, etc., should harmonize. For instance, it would be out of place to put a heavy black border around an ad set in light faced type. A careful study of high class advertising, such as automobile advertising, would give a good idea of what is meant by harmony in advertisements.

The advertiser who gets the best results out of his advertising studies and masters type faces and typographical display.

A Night of Terror

Few nights are more terrible than that of a mother looking on her child choking and gasping for breath during an attack of croup, and nothing in the house to relieve it. Many mothers have passed nights of terror in this situation. A little forethought will enable you to avoid all this. Chamberlains cough remedy is a certain cure for croup and has never been known to fail. Keep it at hand. For sale by all dealers.

Picture show Sunday night, 10 and 15 cents.

Green ground bone and meat scraps makes your hens lay. Three pounds for 10c at the Meat Market.

Our sundry department is complete. Come in and let us show you what we have to offer as an appropriate Christmas gift. E C Peery.

SANTIAM FARM TOPICS.

Saturday night—The Santiam Farm is floating along nicely like a leaf on the stream with nothing to mar the peace and happiness of our quiet old home.

The shooting match went off nicely today on the Ramer farm where they shot off 25 fine turkeys at \$2. each, with a large crowd present.

M C Gaines is making some stylish improvements on his farm as he is putting up a fine picket fence around his house which his wife is superintending as they have needed it badly.

Uncle George Bilyeu, who with his wife and son are now in lower California, reports his health improving as he is living on oranges and bad water.

I received a telegram today of my old uncle, Thomas Crowley of Missouri, a former resident of this neighborhood and who will be remembered by some of the old timers of the fifties. He passed away Thursday morning, the 18th.

M C Gaines and wife took dinner Sunday with Mr Sargent and family.

Clifford Griffin has a job cutting wood for James Craft this winter.

Sunday, Dec 21, was the shortest day in the year. We will all appreciate the lengthening of the days as the nights are so long and worrisome. Still our weather is ideal.

The old American Pie Eater is making quite an improvement in his orchard by trimming it up and intends spraying in February. All farmers ought to look after their fruit interests.

The answer to my puzzle: "It is big and it is little, it is long and it is short, it is flat and it is round, it neither stands or walks travels day and night and never makes a track." (Fish.)

Oscar Philpott, wife and children, were visiting Mr and Mrs Meritt Saturday night.

Mr and Mrs Gaines have an invitation to take Christmas dinner with Mrs Eliza Crabtree of Scio. As her aged father near 90 years of age and her sister Mrs Netta Elliott of Lebanon will be there, we will have a time long to be remembered.

Mrs Clara Griffin attended church at Providence Sunday.

Mrs Prill of Scio phoned out to the Santiam Farm for a lot of fresh vegetables to ship to friends in Portland.

Mrs S W Gaines has a scrub cow whose milk tests 4 1-2. We use all the milk and cream we want, are raising a fine calf which sucks night and morning, feed the cats and dog, and the condensery pays us over six dollars each month.

Who can complain of our nice winter weather which cannot be equalled on the coast. Our first snow to show up on the face of the hills was the 15th inst. I have seen the mountains covered within five miles of the valley

Possibly About You

Ladies Calling Cards printed or blank for sale at this office.

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

Photo supplies at Peery's Drug store.

Dr Sanderson went to Portland Tuesday to join Mrs Sanderson, where they will spend the next week with relatives. Those wishing dental work done will please make a note of this.

Two beautiful gold fish with bowl will be given with every purchase in cash amounting to \$1.50 or more at Peery's.

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

S W Gaines has the thanks of the News family for a generous remembrance of fruit and vegetables the first of the week. Here's wishing you a Merry Christmas, Pie Eater.

Don't worry about THAT Christmas gift. You can find it at Sticha's.

Mr and Mrs R L DeVaney left for Roseburg Wednesday morning where they will spend the winter with their daughter, Mrs M S Allen. Bob has his hogs killed and the sausage and spare ribs salted down and says he intends to take life easy for the next few months. George Rodgers an family will occupy the DeVaney house on Main street until spring.

If you are looking for something for Christmas presents call on Hagey, the jeweler. He has a fine line of jewelry, fountain pens, pocket knives, watches, etc. His stock is complete in every line and prices are always right.

Remember the subscription price of the News will be \$1.25 after January 1.

Hagey, the jeweler, made a flying trip to Portland this week and brought back another fine lot of Jewelry for holiday trade.

A Kansas farmer purchased a revolver for his wife and insisted on target practice, so that she could defend the house in case of his absence. After the bullet had been dug out of his leg, and the cow buried, he said he guessed that she'd better shoot with an ax.

The 15th of October and continue until in April.

The Scio Condensery is one of the most profitable industries the farmers of this community ever had, as it furnishes most of them with a little surplus cash each month.

PIE EATER.