

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, JANUARY 22, 1914.

NO. 27

Possibly About You

BF Neal of Portland is visiting his mother Mrs N. Neal and other relatives.

Mike Bilyeu and W H Young were Albany visitors the last of the week.

Mrs F M Arnold of Albany is visiting at the home of her father M C Gill.

E M Kimball, proprietor of the Jordan Flour Mill went to Albany last Thursday to see his daughters, Misses Enid and Wao who belong to the Lady Kilties band.

Mrs Vina Brenner of Eight Mile is visiting at the home of her parents, Mr and Mrs J W Richardson.

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

Violet Dulce toilet articles are the best.

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

Misses Agnes and Mary Wesely left last Wednesday for Portland. They intend to go from there to Wilson, Kansas, to visit their brother James. They will go by way of California and expect to be away about three months.

Keep your cows, hogs and horses in good condition by feeding Security Stock Food. For sale by E C Peery.

J N Weddle was called to Stayton Sunday on account of the serious illness of his mother, who is not expected to live owing to her advanced age.

Old papers for your cupboards and pantry or to build fires with at five cents per bundle at the News office.

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

Mack Vaughn of Lebanon was an over Sunday visitor at the home of George Rodgers.

Two good colts, coming two years old for sale cheap, or will trade for good milch cows.—Leonard Gilkey, Thomas, Ore.

"Grandma" Calavan died at the home of her daughter Mrs Wm Bilyeu at 11:30 p. m. Wednesday, aged 87 years and two months. She came to Oregon in 1847, locating near Scio, where she resided until she came to Jefferson some ten years since. She was the mother of eight children, 5 of whom survive her. Funeral arrangements have not yet been completed.—Jefferson Review. The funeral was held in Scio Friday and the body laid to rest at Providence cemetery.

YOUR SUBSCRIPTION EXPIRES on the date stamped in the space below. To those who pay promptly in advance the subscription price is \$1.25 per year. The price is \$1.50 if paid at end of year. The paper is not sent to subscribers who are more than one year in arrears.

Why?

For a whole solid hour the captain had been lecturing his men on "The Duties of a Soldier" and he thought that now the time had come for him to test the results of his discourse.

Casting his eye around the room he fixed his eye on Private Murphy as his first victim.

"Private Murphy", he asked, why should a soldier be ready to die for his country?

The Irishman scratched his head for awhile, then an ingratiating and enlightening smile flitted across his face. Sure captain, he said pleasantly, you're right. Why should we?

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.

For rent—an 8 room house, good out buildings and 9 acres of ground. For particulars call at this office.

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

Farmers, in buying machinery buy of a dealer who handles as good as is on the market, and who carries the same line all the time so if you need an extra you can get it of the dealer. A dealer who is changing his line once or twice a year is the one to stay clear from, for you may get your extra and you may not, without going to a lot of trouble. I handle the same line all the time, which is sold under an absolute guarantee. If you have any machine that you can't get extras for, I can get them for you if the machine is still manufactured. I am here to stay. It has been nearly four years since I started in the hardware and implement business and the increase in the amount of business has steadily grown, which speaks for the line I am handling. I thank those who have helped to make the business a success, and will strive to serve you to the best of my ability. I have added to my stock until I can add no more on account of lack of room. Some things I am handling: hardware, stoves, ranges, paints, oils, varnishes, machinery of all kinds, vehicles, furniture, beds, mattresses, rugs, linoleums, window shades, in fact every thing needed in the home in the line of house furnishings. You will be pleased with my prices. N I Morrison.

Intensifying Human Desires

Advertising has changed completely man's ways of living. History tells how primitive man lived. History tells us how man changed his ways of dress, his ways of living and his every day desires and ambitions. History also tells us how an article was yesterday looked at as the product of an unbalanced mind, today looked upon as a luxury and tomorrow looked upon as a necessity. It but illustrates the ever changing mind, the ever changing human desire.

Why is it there is that constant revolution going on in the human heart between everything new and old? It is that intense desire to have those things that will give us greater comfort and happiness.

Now here is where advertising comes in. It is a great educator a great civilizing or developing force. Its purpose is to keep people informed on the use and value of a commodity and overcome any prejudice that may exist against it.

Look at the automobile. At first the locomotive running wild in our streets was looked upon as a curse and a thing people would not tolerate. Then shortly the prejudice began to wane and it became looked upon as a necessity. Advertising brought about this wonderful change and every automobile manufacturer in the country will verify this assertion.

The purpose of all advertising, general and local, is to intensify general and local desires, create general and local markets. A manufacturer, or general advertiser, advertises to create a general market, so as to sell his goods to the local merchant. It is up to the local merchant to create the local market for his goods.

The people are in a receptive attitude all the time and the local merchant should grasp the opportunity of educating them through the local paper to appreciate the value of his goods and want the goods.

Old papers one cent a pound at the News office.

Choice young calves for sale. For further particulars call or write E C Smith, Scio Hotel.

Dr W H Potter and wife, Dr Marjory Potter of Kootenai Idaho and his parents, Mr and Mrs H Evans Potter of Springville, N Y came Tuesday for a visit with their old friends, Dr and Mrs A G Prill.

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

At a meeting of the directors of the Scio State Bank last Saturday, E D Myers was elected cashier, in place of W A Ewing, resigned. Mr Ewing expects to give up active work at the bank as soon as a suitable assistant is secured for Mr Myers.

Country Papers Best Selling Agents

What is the matter with the business man in the smaller towns of this country? Why is it that he is everlastingly asleep?

The Country Merchant represents the very best development in American manhood. He is healthy, strong and unusually intellectual, but he simply will not get out of the rut made in the road of his kind of trade, by the footsteps of his predecessors.

Here is the whole story in a nutshell: contrast the folling examples:

On the one hand we have the prosperous condition of the country, originating in extraordinary good crops. We never had better. Then there must be demand. An over-supply without a market is almost as bad for the farmer, as no crops at all. The demand, as well as the price, were never better than at present.

Next comes the wage earner. His condition is undeniably better than it has been for years. Because of the vast sums of money that must change hands during the next six months, to gather and transport the immense crops, the laborer's services will be well paid for. Money sent to the farmer from the purchasers in the East will be used for improved equipment. Old farm implements will be discarded and replaced by new. The harvesting machinery business is a good barometer indicating this condition.

Now comes the Country Merchant, the Doctor, Lawyer, Hotel Man, etc., and Amusement Man. Their share of the harvest depends entirely upon their ability to keep abreast with rapidly changing conditions. The Merchant in the rural districts, who imagines that he can handle his business on the same slipshod plan as that employed by his predecessors forty years ago, is badly mistaken. He has new conditions to face, new forces to contend with, almost unsurmountable obstacles to overcome. These, like Banco's Ghost, will not down. They come one after another, thick and fast.

First of all, there is the bugaboo of the Mail Order House in the big cities, next is the Parcel Post, then comes the Interurban Car, the Automobile and Good Roads. Rapid and easy methods of transportation makes it comparatively easy for the farmer to get to the larger cities and entirely overlook the dealer in the smaller place.

The Merchant, Hotel or Amusement Man in one of these smaller places is quite likely to see customers pass his door en route to the city, if he is willing to rest content with the methods employed by his predecessors. Some are equal to the emergency and promptly lay plans to get their share of the prevailing good times. Others do not.

(Continued next week)

Picture show Sunday night, 10 and 15 cents.

Program

Dairymens Meeting, Scio, Ore.
January 24, 1914

10 A. M.

Music.....Orchestra
Address....."Winter Feeding"
M. S. Schrock, Portland
Discussion
Address....."The Cow and Prosperity"
Dr. James Withycombe, Corvallis
Discussion
Basket Dinner
Music

1 P. M.

Address.....Selected
E. W. Haines, Forest Grove
Discussion
Address.....Silo Feeding, "My Experience"
T. J. Pettit, Scio
Discussion

Did Not Take It

Sandy MacIvor was no feelin' just well, so he went to the doctor.

What do you drink? demanded the doctor.

Whisky.

How much.

Maybe a bottle a day.

Do you smoke.

Yes.

Well you give up whisky and tobacco altogether.

Sandy took up his cap and in three steps reached the door.

Here!, called the doctor, you have'nt paid for my advice!

Ahm no takin' it snapped Sandy as he shut the door.

Phonograph and \$30.00 worth of records for sale at a bargain. For particulars see page 4.

News \$1.00 a Year

As many of our subscribers have asked us to continue our one dollar bargain offer, we have decided to extend it for a few more weeks. Now is the time for you to pay up all arrears and a year in advance while it is \$1.00 per year.

In the near future we expect to have some especially interesting prices in clubbing offers. Watch the News for the announcement of the best clubbing bargain ever offered in Scio.

We are closing out our entire line of ladies and misses cloaks and suits at 33 per cent off. John Wesely.

John Gaines of St Johns was a Scio visitor the last of the week.

The Knights of Pythias held a big meeting Tuesday evening at which the following from Albany were present: A W McClain, Paul Rambo, L R Gilbert, Albert Kullander, W L Marks, J F Watson, Rufus Russell, John Bryant, Reade Dowlin, Edward Schoel, Charles Reynolds, and L F McClain.