

# The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, JANUARY 29, 1914.

NO. 28

## Possibly About You



AND DON'T MAKE YOUR ONLY STOP IN PORTLAND

Picture show Sunday night, 10 and 15 cents.

C L Donahue was an Albany visitor last Thursday.

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

Rev. A M Williams will conduct services at the Baptist church here next Sunday, both morning and evening.

For Sale—First class organ, good as new. R W Clark, R 2, Box 8, Scio, Oregon.

Attention is called to the ad of the City Feed Store which appears in another column.

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

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

We have a fine line of Valentines. Come in and look them over.—J S Sticha.

C S Bliss, the genial agent of the Columbia Life, was in town Tuesday and Wednesday. He was proudly exhibiting a fine new Howard watch which the company presented him for writing more insurance than any other agent during the month of December.

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

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

There will be a masquerade dance given at the Crabtree hall February 14 by the T J S and Z C B J lodges. There will be three prizes given \$2, \$1.50, and \$1, for best costume, best sustained characters and most comical couples, respectively. Lunch and good coffee served at midnight. Everybody invited.

Drs W H and Marjory Potter together with his parents, who visited with Dr and Mrs A G Prill last week, left Saturday for Pasadena, California, where they expect to spend the rest of the winter. Drs Potter, who are retired physicians, have filed on a homestead and desert claim about 65 miles from Bend in Central Oregon, and will move to their new home in the spring where they expect to take up the life of the homesteader.

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.

## Dairy Train Feb. 6

In co-operation with the faculty of the Oregon Agricultural College, the Southern Pacific and Portland, Eugene & Eastern Ry. are sending out a great hog and dairy special demonstration train for the encouragement of more interest in these industries. The railroads and college bear all expenses of the trip.

No good will be accomplished, however, unless the farmers attend the free lectures and examine the exhibits. This train which will be the largest demonstration train ever sent out in the northwest, will be at West Scio Friday, February 6, from 1:15 until 3:15. Everyone who can possibly do so is urged to be there as much valuable knowledge may be gathered by the farmers.

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.

## Donahue--Feller

A very pretty wedding was solemnized at the Catholic church in Albany at 7:30 o'clock Wednesday evening, January 21, when Miss Gertrude Donahue became the wife of Ernest R Feller. Only relatives and close friends were present, and the ring ceremony was used. Just before the newly weds departed a delicious lunch was served at the home of the bride's sister, Mrs R E Gedney. Mrs Feller is an accomplished young lady of this place, and the groom is a wealthy hop-grower of Aurora. Mr and Mrs Feller will be at home to their many friends after February 1 at their home in Aurora.

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

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

For sale—Barred Plymouth Rock eggs 75c per setting. E D Myers. 30

Miss Nellie Vanslyke has resigned her position as assistant in the High School on account of poor health and will soon return to her home in New York. Miss Grace MacGregor of Salem, who taught here two years ago, has been engaged to fill Miss Vanslyke's place and will begin her duties next Monday when the second semester starts.

## THE BEST ADVERTISING

That newspaper advertising is the best advertising cannot and will not be disputed. There is other good advertising, but from the standpoint of the local merchant everyone, or practically everyone, takes the local paper, and every buyer of every product in the community can be reached in some way through the local paper. Of what other advertising medium can as much be said.

Carefully compiled statistics proves that about one half of all money spent for advertising is spent for newspaper advertising. The other mediums of advertising for which the other half is spent are: Direct mail advertising, circulars, form letters, etc; magazine advertising; farm and mail order; novelty; billposting; out door (electric signs, etc); demonstration; theatre programs, curtain and miscellaneous. The fact that nearly as much is spent in newspaper advertising as in all the other mediums combined is the best kind of evidence as to what the advertisers consider the best advertising. And newspaper advertising is increasing because it acts quickly by creating an actual demand.

Another reason newspaper advertising leads all is because the local paper is a regular and welcome visitor to every home. It is usually read at a thoughtful moment when the time creates a profound impression.

Advertising is business news and people have acquired the habit of looking in the newspapers for the news. They take the papers for that purpose and it is illogical to suppose they will look elsewhere for news.

Then, too every newspaper has an established prestige. As a matter of fact the majority of readers place implicit confidence in their chosen family paper. This confidence is shared in by every advertisement in the paper. The fact that the ad is in the home paper gives it far greater standing in the home than if it came to the attention of the reader in any other way.

Old papers one cent a pound at the News office.

## Calves for Sale

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

The first snow that has been seen here for a year fell Monday night. There were also light flurries of snow Tuesday, but as the ground was too warm to offer the white blanket much encouragement, it melted almost as fast as it fell.

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

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

## Country Papers Best Selling Agents

Now then, here is what we have as a remedy for the disease. Meet city competition with the City Man's methods of getting business.

A country town which has no athletic sports, no pastimes or no places of amusement that are clean and wholesome, is not likely to be attractive to the farmer and his help, therefore:

The Country Merchant and Amusement Man have one common interest, and that is, make a trade center; secure the trade of the surrounding country, get the people to come to town amuse and hold them and prevent them going to the larger cities, by way of the Interurban Cars. That is the first proposition. Everybody is agreed on that score.

How do the big stores in the city get the orders of the country trade?

First, by full page display ad in the big daily papers. These are almost a complete catalogue of each of the various departments of the entire store. Think of it, a daily issue of a well illustrated catalogue with catchy descriptions and skillfully phrased talk about cut prices, spread out daily before 75,000 to 200,000 women, who have money to spend and who need the goods. There can be but one result, which means a sale.

Then again, these same big stores all have their mail order departments, through which catalogues are mailed in great quantities to the farmers and residents of the smaller towns. How long could these big stores exist if they did not use these advertising pullers to draw trade.

The answer is self evident. Their expenses would eat them up and put them out of business inside of ten months.

Suppose for example, five of the big department stores of Chicago should adopt the methods of the average country merchant, cut off their advertising in the daily papers, discontinue soliciting orders by mail, refuse to send out samples and all of the proprietors should sit quietly down and wait for customers to happen along, as is usually done in the country store. Can anyone doubt the result? Contrast the difference between the two methods and the remedy is as plain as the sun in the sky.

Of course, the answer is, that the small store in the country town cannot afford high priced advertisements, costing \$5,000, to \$10,000, per day, neither can he afford to issue a catalogue or have a mail order department. That's perfectly true and nobody will try to dispute it, but he has his local newspaper and its working force at his disposal, and its the greatest and best working force in this entire world.

Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

Mr Merchant, just store this thought under your hat—every country town that has a daily or weekly newspaper is missing a harvest if its merchants do not make it their mail order catalogue. Every inch of it should be used. It is a gold mine. Mind you, it should be the cut price catalogue, with a good illustration and a catchy description of every article of merchandise carried in stock in your town, no matter whether it be a package of onion seed, a gas engine, hay scale or a flannel shirt, and every article shown should be quoted at a price that compares favorably with the prices in the advertisements of the city concerns.

(Concluded next week)

## DAIRY MEETING WAS A SUCCESS

### Talks on Winter Feeding Brings Out Many Farmers and Dairy-men

Owing to threatening weather the dairy meeting held here last Saturday was not as largely attended as had been hoped for, but taking everything into consideration it was a splendid gathering and much enthusiasm was displayed.

The meeting was called to order about 10:30 when Dr Withycombe of O A C made the first talk, taking as his subject, "Prosperity and the Cow." The speaker emphasized the fact that where you find a community in which dairying is carried on extensively, you find a prosperous community. Prosperity follows the cows, or in other words the cow comes first, then comes prosperous conditions. Denmark was cited, where it is so cold that the cows often have to be blanketed in the summer time. If dairying pays there, what will it do for this community, which the Dr classes as the most fertile portion of the garden spot of the world.

Dr Withycombe's talk was followed by a brief discussion, after which a bounteous basket dinner was served, with coffee and "Country Club" Milk, interspersed with selections by the orchestra. From all reports, those present did ample justice to the spread and voted that part of the meeting a decided success.

The first speaker on the program after dinner was T J Pettit, of Scio, who told of the success he is having in winter feeding with silage. Mr Pettit is making from \$50 to \$60 per acre from his land, by mixing brains with his feeding and care of his stock.

The next and last speaker on the program was M S Schrock, of Portland, who told of the difference between a well selected herd and proper care of same, and poor stock where scientific methods are not employed. He illustrated his talk with diagrams which show in round numbers what proper selection and care of a herd will do. In a herd of about thirty cows where care in breeding, feeding etc., were used the income for a year was about \$2,000 more than that of a scrub herd of like size.

Another dairy meeting is planned for early in April, at which time prominent speakers will be present. Much good may result from these meetings if the dairy-men will attend them and follow the advice which is given by those who learned what they tell after hard experience and loss of time and money.

All who are interested in dairying missed a rare treat if they failed to attend the meeting which was held at Scio last Saturday.