

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, FEBRUARY 5, 1914.

NO. 29

Possibly About You



AND DON'T MAKE YOUR ONLY STOP IN PORTLAND

Picture show Sunday night, 10c and 15 cents.

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

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

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

Housekeeper Wanted—Neat woman not over 35 years of age no children, to keep house for bachelor on 120 acre farm. John Smeltzer, Scio Oregon.

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.

Joe Krumi, who was operated on for appendicitis by Dr Prill two weeks ago, is rapidly recovering at Mrs Parker's hospital, and will soon be able to be out again.

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

The Pie Eater's items were received this, Thursday, morning, too late for this week. Sorry, Pie Eater. However, they will appear next week.

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

Phonograph and \$30. worth of records to exchange for sewing machine. Call at News office.

A W Hakey moved his jewelry store and residence to his own building this week.

Through a mistake the notice of wood wanted for the Scio school which appeared in last week's issue stated that the wood was to be delivered in the basement. This was a mistake, as the wood is simply to be delivered on the school grounds.

R M Cain is a firm believer in advertising, as eggs which he advertised in a poultry journal recently, brought orders from as far as Southern California. George Morgan had almost equally good results a few months ago from a small ad in the News offering Indian Runner duck eggs for sale, as he received orders from near Portland for several settings.

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.

Photo supplies at Peery's Drug store.

For Sale—Eggs from pure bred S. C. Brown Leghorns, 75c per 15; \$4.00 per 100. Tom Pettit, Scio.

Anyone wishing two registered Holstein bull calves, see E C Smith. These animals are well marked and will be sold at a reasonable figure.

Ex-county treasurer R B Miller and wife of Albany came over the last of the week for a visit at the J A Bilyeu home.

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

Fred Smith of Portland came up Friday for a few days visit at the Scio hotel with his nephew, E C Smith and family.

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.

Mrs Nettie Reed of Oakland and Mrs Dora Davidson of San Francisco arrived here the last of the week for a visit with their brother, Fred Mespelt, and mother, Mrs Chapman.

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

Miss Nellie Vanslyke's many friends here are pleased to learn that she will not return to New York, but will stay here for several months at the home of her uncle, Dr A G Prill.

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.

Petty sneak thieves are operating in town of late. Jesse Beard's grocery store was broken into a few nights ago and a considerable quantity of tobacco, cigarettes and candy was taken, apparently the work of boys. The smoke house at the meat market was also broken into one night last week. Guy McKnight says it was the work of a democrat as only the side meat was taken and the hams left. He says a republican would have taken all the meat.

THE CHEAPEST ADVERTISING

Copyright 1914 by E. C. Peery

"A newspaper advertisement strikes the eye the moment the sheet is opened," says W L Douglas the big shoe man, who spends about \$200,000 annually in newspaper advertising. He says further that that very fact is the reason he chooses the newspaper rather than any other advertising medium. This is one very good reason why newspaper advertising is the cheapest regardless of price.

Let us look at different kinds of advertising, such as personal solicitation and personal letter writing, and see how they compare with newspaper advertising. We do not refer to circular letters, bills, etc., because from the standpoint of the local merchant these only act as an auxiliary or reinforcement to newspaper advertising and successful advertisers only regard them as such. But personal solicitation by the local merchant and writing prospective customers personal letters do compete with newspaper advertising.

Personal solicitation and personal letter writing are very expensive to the local merchant, in fact so expensive as to be practically prohibitive.

Take personal letter writing as illustration, and we take this as illustration because it is far cheaper than personal solicitation. The right kind of a \$5.00 ad put in a paper with 2,000 circulation would be read by 10,000 people. Same substance put into a letter, each letter typewritten, mailed under a two cent stamped envelope, addressed and sealed as personal must be and sent to 10,000 people would cost \$200 for postage stamps and \$100 extra for printing envelopes and letterheads, stenographed to write letters and address envelopes, etc., making a total of over \$300. And the cost to personally solicit the 10,000 people would be something enormous.

Newspapers are run for the advertiser. All other items of information are put in to make paper popular and sell the paper. This fact alone makes newspaper advertising the cheapest advertising.

The Odd Fellows closed a deal with J J Barnes a few days ago in which they became the owners of the building they occupy as a hall, while E C Shelton purchased the blacksmith shop of Mr Barnes, which is run by John Gill.

Domestic Science

Miss Johnson of Albany is in charge of the domestic science course which was installed at the Scio High School at the beginning of the second semester last Monday.

Calves for Sale

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

Country Papers Best Selling Agents

There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores out of business, as far as orders from that locality are concerned. Their advertisements should resemble a catalogue, not bill poster's efforts. Every merchant should make it a point to advertise his goods and prices, instead of his name.

The country editor should remember that Publicity advertising makes politicians' but Results advertising is the only kind which sells goods and is best calculated to pull in orders as rapidly as possible.

Here is where you get into the firing line.

Mr Amusement Man,
Mr Billiard Man,
Mr Barber,
Mr Doctor,
Mr Plumber,
Mr Lawyer,
Mr Real Estate,
Mr Hotel Man,

and many others who get the benefit of improved conditions and who otherwise die of dry rot. You have no catalogue to publish and your little display advertisement used in the plan herein suggested, would be of little value towards promoting the general welfare by pulling the country orders to town therefore you should do your share in some other way. Yours should be the part of the booster.

Get together and put your shoulders to the wheel. Improve your street lighting; encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them.

Remember that idle minds create indolence, the plague before which empires fall. Avoid the fallacy of all talk about patronizing home industry. Let it be known that you are a lot of good fellows with the latch string on the outside, who fight to the last ditch in politics, but, welcome the competition of the world in cheap prices, qualities and in everlasting hustle, enterprise and go-ahead progressiveness, and you can bid defiance to the bugaboo of the Parcel Post and the threatened invasion of the big store monopoly of the great cities.

Do it now. Start the weekly catalogue in the very next issue of your local papers and keep it up until every item of merchandise in your town is listed for the inspection of buyers of the county. Your share of the present prosperity will follow just as sure as the light follows the sun.

Mr Myers, who lives northeast of town, lost a valuable cow last Saturday, when a vicious boar broke from his pen, ran the cow down and literally tore her insides out. When discovered he had another cow on the run and would have soon made short work of her.

Possibly About You

Charles Wesely spent last week in Portland, where he attended the hardware convention.

Call at News office and see sample copies of Coilers Weekly—one of our best clubbing offers.

Valentines for old and young alike at Sticha's.

R M Cain will run his auto bus to West Scio, tomorrow (Friday) afternoon, when the demonstration train of seven cars will be there. The fare for the round trip will be 25c. The train will be at West Scio from 1:15 until 3:15 p m.

Violet Dulce toilet articles are the best.

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

Mrs T K Sanderson and son Jack, visited relatives and friends in Portland last week.

Ladies and Misses coats to close out 33 per cent off.—John Wesely.

Why not spend Sunday evening at the picture show? First class films, good music and admission price 15c and 10c. Show starts at 8:00 sharp.

Mr and Mrs N I Morrison returned home Friday night from Portland, where they had been in attendance at the hardware convention.

Joe Borovicka returned Saturday from Corvallis where he had been taking the Farmers Short Course at O A C. He states that he had a fine time, and much good has been gained by the farmers who attended.

By a special arrangement we offer the Santiam News and the Twice-A-Week Albany Herald both papers one year for \$1.75. To those who wish the Daily Herald we will furnish this paper and the Santiam News for \$2.50; less than the price of the Herald alone.

L J Landram, who has been running the St Charles hotel at Albany the past few months, was in town Saturday looking the situation over with a view of opening the hotel on the south side of town. He expressed himself as being pleased with the outlook, and will probably be here with his family in a few days to begin putting the building in shape for occupancy. This hotel has been closed for something over a year.

Prohibition Meeting

Albert J Bolster of New York will speak at the Christian church Friday February 6, at 7:30 p m. Come, bring your friends and see what the prohibs are doing.