

The Santiam News.

VOL. XVII

SCIO, LINN COUNTY, OREGON, THURSDAY, FEBRUARY 19, 1914.

NO. 31

Possibly About You



AND DON'T MAKE YOUR ONLY STOP IN PORTLAND

Picture show Sunday night, 10c and 15 cents.

Joe Boyanovsky was an Albany visitor Tuesday.

There will be a social dance given at Wesely-Cain hall Saturday night, February 21. Everybody cordially invited.

A full line of spring goods now on display at John Weselys.

Mr McCally who appears here Monday evening is a violinist as well as a reader, and those who fail to attend will miss a treat.

Robert Hopkins transacted business in Albany Tuesday.

All those interested in a Domestic Science class for people outside of the High School please see me as soon as convenient, either at the High School or at Fred Bilyeu's.—Anna M Johnson.

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

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.

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

Mrs L W Charles underwent a surgical operation last Monday at Mrs Parker's hospital, for an old trouble, in the hope that she may regain her normal health. Dr Prill performed the operation, assisted by Dr Hobson, and she is getting along as fine as could be wished for.

Do you want a guitar? This instrument is concert size, has a splendid tone and good volume, and a substantial case, beginners instruction books, chord book, and one of advanced music goes with it. If you want a good guitar and have any sporting blood in your veins, call on A W Hagey, the jeweler, and make him an offer on the outfit.

Before you send your order to Rice & Phelan or Sears & Roebuck or any other mail order house, let me figure with you on your needs and if I can't meet their prices on the same line of goods—all right, I have no kick coming, but if you can buy the same things of me at their price and terms, I believe it is your duty to give me your business. Yours for more business.—N I Morrison.

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.

K. O. T. M.

Thirty years is quite a spell. The K O T M is celebrating its anniversary in great joy. Some order this, with nearly 300,000 members, 350 millions of protection in force, thirty two thousand death claims paid aggregating over fifty millions, and twelve millions invested as a guarantee for the future. No baby order any more. The Maccabees must now K-ount O-n T-he M-illions.

A fraternal insurance order is known not by what it sells but by what it delivers. The benefit certificate is all right as an evidence of membership, but do they mature into the dollars of the realm when the member is gone and the family is dependent?

Invest your money on your farm or business and protect your investments and your dear ones with a membership in the order of the Knights of the Maccabees.

Photo supplies at Peery's Drug store.

C R McCally, a reader and musician, assisted by Miss Spalding and local talent, will give an entertainment at the High School Auditorium next Monday evening. Mr McCally comes highly recommended and never fails to make good. Admission 35c and 25c. Tickets on sale at Peery's drug store.

The Z C B J lodge will give a St Patricks dance March 17, at Wesely-Cain hall. Tickets including supper, \$1. Good music will be furnished for this dance, a good time is assured, and everybody is invited to come. 31-14

J D Irvine of Brownsville, who was born and raised at Scio, and who is well and favorably known throughout the county, has announced his candidacy for the office of county commissioner. His card appears elsewhere in this issue.

New line of Capps 100 per cent pure wool clothing from \$15 to \$20 at John Weselys.

Don't fail to hear Mr McCally, reader of James Whitcomb Riley's poems, at the Auditorium Monday evening.

1914 will be one of the most prosperous years this section has ever had and if you want to get the greatest amount of prosperity, get your hardware, implements, paints, oils, vehicles, furniture, linoleums, rugs, harness and harness supplies, in fact everything along the above lines and more, at Scio's cheapest house. N I Morrison.

WASTED ADVERTISING

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A noted scientific writer said that "at least two thirds of all human effort is wasted and the remaining one-third is largely misdirected." If this assertion is true it would be interesting to figure out what portion of \$35,000,000,000, the amount spent annually in the world's market, is wasted. It is likewise interesting to know what per cent of the millions of dollars spent annually in advertising is wasted and why it is wasted.

Men who have made a careful study of advertising tell us that over 75 per cent of all advertising is wasted. Why this vast per cent of inefficiency? It was only recently we noticed that three general stores in a town advertised on the same day they were holding the "greatest semi annual clearance sale ever held here." Each of the stores could not be holding the greatest sale.

The proprietors did not believe it, the public did not believe it and the three advertisements were inefficient and wasteful. Dishonest advertising is destructive in tendency and wasteful advertising.

The problem of distribution of bringing buyer and seller together, is the great problem in business. That is what the right kind of advertising does. Any advertising that does not accomplish this result is wasteful advertising.

Spasmodic, and in fact all advertising not backed up with a definite plan is wasteful advertising. This kind of advertising never can be relied upon to produce definite results.

There is one certain way of reducing waste in advertising. Just as salesman are made efficient by proper training and handling, so will advertising be when the advertiser is properly trained. It is just as foolish to prepare advertisements without a knowledge of advertising, as it is to perform a critical operation without a knowledge of surgery.

For Commissioner

I hereby announce my candidacy for the office of County Commissioner on the Republican ticket, subject to the will of the voters, at the primary election to be held on May 15, 1914.

J. D. IRVINE,
Brownsville, Oregon.

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

A N Kelsey, Deputy State Commander of the Maccabees, is in town this week working for the order, and is meeting with good success in securing new members.

Calves for Sale

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

SANTIAM FARM TOPICS.

Our lovely warm spring weather is highly appreciated.

Jim Stanton of Portland came up Saturday for a weeks visit at S W Gaines.

Thos Small drove to Albany on business Saturday.

The young people gathered at the vacant Plummer house Saturday night and enjoyed a social dance.

M C Gaines and wife visited at the home of his parents Sunday.

Cecil Arnold and wife and Mrs Jennie Cyrus visited at S W Gaines over Sunday.

Jim Stanton and Grover Crowley went up Monday to visit John Davenport on Rearing River and also went into the mountains to show Mr Crowley some big timber, where it grows 400 feet high and 3 to 9 feet across the stump. Mr Crowley says he never saw a tree before coming west, over 50 feet high. His eyes hung out on his cheeks.

Samuel Cawley who has had a severe cold since arriving in the valley is about well again.

The Pie Eater is setting out a peach orchard to complete his assortment of fruit so he will be able to live when he gets old, as he is merely a boy now of 71 years. He is not sure he will ever eat any of the fruit, but some one else may, as he has done those gone before.

PIE EATER.

Old papers one cent a pound at the News office.

CRABTREE ITEMS

Crabtree school celebrated Lincolns Birthday the 12th with a school reunion Sup. Jackson and Supervisor Benner were present and everyone had an opportunity to make a speech and several good ones were made. The ladies furnished the dinner and everyone went home glad they had attended the rally and got acquainted with their neighbors.

The glass front is set in the new Hardware store and makes a very nice appearance and when completed will be a first class up to date business building.

J W Turnidge made a business trip to Portland Tuesday.

Miss Martha Volkman went to Salem Tuesday.

L W Kinzer was a business caller in Albany Monday.

Mrs W D Carns of Portland is visiting at Mr Germans while Mr Carns is in Salt Lake City on business.

G L Flanagan has a fresh cow for sale also a driving mare any one wanting a bargain would do well to see him.

X Y Z

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.

Possibly About You

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

Valentines for old and young alike at Sticha's.

Call and see the latest in dress goods for spring. John Wesely.

Violet Dulce toilet articles are the best.

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.

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

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

All the latest lasts in shoes on display at Weselys.

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

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

How Is Your Boiler?

It has been stated that a man's stomach is his boiler, his body is his engine and his mouth the fire box. Is your boiler (stomach) in good working order or is it so weak that it will not stand a full load and not able to supply the needed energy to your engine (body)? If you have any trouble with your stomach Chamberlain's Tablets will do you good. They strengthen and invigorate the stomach and enable it to do its work naturally. Many very remarkable cures of stomach trouble have been effected by them. For sale by all dealers.

Edison's newest Amberola, the machine that talks. Stop in at the drug store and hear it.

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 recreations 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.