

THE ONTARIO ARGUS

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The Market Question

A big question to all fruit growers of this section of the country is "What is the best selling method." Is the fruit growers organization the best marketing agency; is it best for each grower to market his own fruit; or is the market afforded by the commission houses the best.

It seems that the latter has proved itself questionable and growers in general view this means of marketing with skepticism. Individual marketing, accomplished by the grower taking his own fruit to market and disposing of it himself to the retailer or the consumer, has in many instances worked successfully. A contention against this, however, is voiced by many growers, who claim that they are not in a position to spend a month or so each year in a trip to market with their fruit.

It is also claimed that if every man sold his own fruit in this manner, there would be much confusion and contention among growers; that markets in some places would become congested with an over supply of fruit, and that the scheme would not work out successfully.

It is also a fact that many growers are engaged in general farming, and cannot profitably spare the time from their ranches to take their own fruit to market.

It seems that the popular plan throughout this district, is to market through the agency of the fruit growers association. This association is composed of the growers themselves. The growers control it, and as a whole, they have much faith in the scheme. It has been pointed out that last season the scheme did not work very well, but it is claimed the selling plans of the association have not been entirely perfected, and that last year mistakes were made, which will be avoided in the future.

There are certainly many points in favor of organization. And selling associations in other lines of endeavor have been worked successfully. An excellent example of this is to be found in the citrus belt of California.

The fact remains that the success of the fruit business depends largely upon the

perfection of a marketing plan which will prove successful. And, so long as the demand for the product really exists, there is no doubt but that the fruit growers will solve the problem of supplying the demand in a manner that will allow the grower a fair profit for his labor.

A Larger Paper

This week's issue of the Argus marks the beginning of a new epoch in newspaper publishing in Ontario. Commencing with this issue the Argus will continue as a seven column newspaper, which is the first time that so large a newspaper has been published regularly here. The enlargement of the Argus is a part of the fulfilment of a well-laid program for the improvement of the paper, and additional improvements will be made from time to time.

The Argus is gradually being recognized as the best paper published along this side of the Snake river. The office has received numberless congratulations on the steady improvement of the paper, and the large number of voluntary subscriptions received in the business office, is very gratifying to the new management.

Humane Sunday May 23

Under the leadership of the American Humane Society of Albany, N. Y., Sunday, May 23, will be observed all over the United States as Humane Sunday. The Oregon Humane Society has issued personal appeals to all the churches of Oregon.

Humane Sunday will be observed all over our country with services in the interest of the work of this society, which is to prevent cruelty to children and dumb animals.

This week is being devoted by the American Humane Society to humane educational work in all the schools of our land. It is hoped thus to reach the great mass of religious and educational thought for the cause of mercy and kindness.

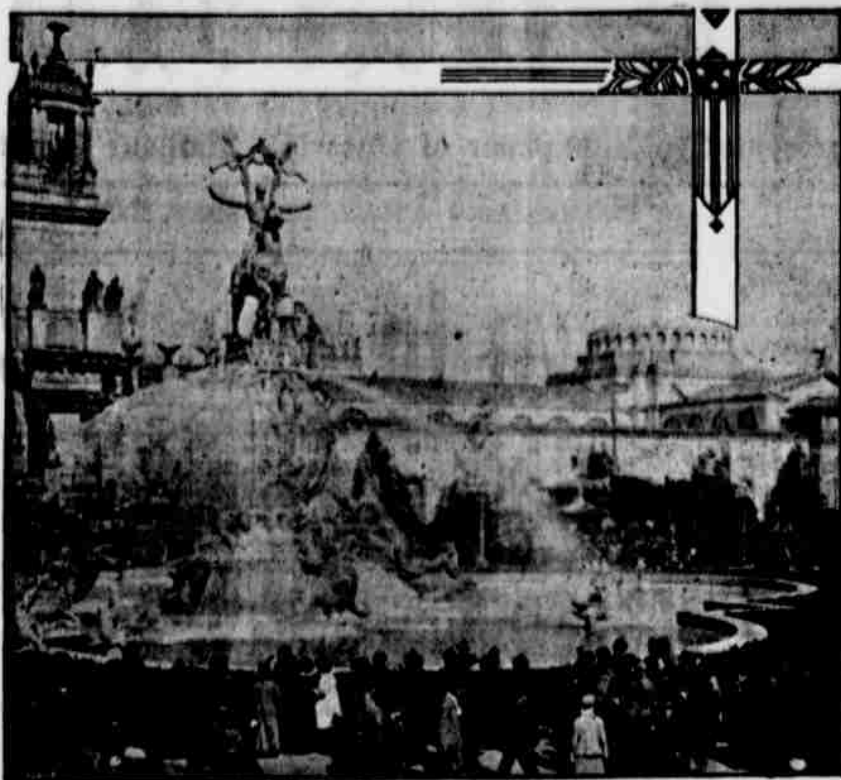
The Oregon Humane Society receives recognition in our state laws and by a state appropriation to carry on its work and prosecute cases of cruelty under city and state laws.

Another phase of the national movement is that this entire week shall be devoted to teaching kindness to animals in the homes and schools.

Patriotism will not be allowed to become dusty on the Fourth of July in Ontario.

Japan's demands on China are so carefully framed as not to take in more than everything in sight.

Fountain of Energy When President Wilson Opened the Panama-Pacific Exposition



THE Fountain of Energy when the water was released by President Wilson pressing a button at Washington on the opening day of the Panama-Pacific International Exposition at San Francisco. This fountain is the work of A. Stirling Calder and is between the Tower of Jewels and the main entrance at Scott street.

The Avenue of Commonwealths at the Wonderful Panama-Pacific Exposition



ON the Avenue of Commonwealths at the Panama-Pacific International Exposition. Crowds passing before the beautiful New York State building, which is one of the finest of the state buildings at the huge Exposition in San Francisco.

Opening Day at Panama-Pacific Exposition Broke All Exposition Attendance Records

ALL attendance records for expositions were broken at the opening of the Panama-Pacific International Exposition in San Francisco on Feb. 20. Vast crowds thronged the grounds when President Wilson pressed the button in Washington, and each day since the attendance has been enormous. The huge buildings and beautiful thoroughfares hummed with activity and have continued to do so. The Exposition has already demonstrated at this early date that it will be a great success in every way.



From Left to Right Are Shown the Palace of Education, Palace of Liberal Arts and Tower of Jewels.

GERMANS RETAKE MEMEL

Port in Northeast Prussia Held by Russians Quickly Regained. Berlin.—A great German victory over the Russians at Memel, in northeast Prussia, was claimed by the war office here. "The Russians," the official announcement said, "have been driven from Memel with heavy losses. The victory is one of the most important registered since the spring campaign opened." Memel, a city on the Baltic in Prussia, was occupied by the Russians and was recaptured by the Germans. Sharp street fighting occurred before the Germans occupied the city.

Gun Roar Breaks Minds. London.—Driven insane by their artillery fire, 300 German infantrymen were removed to an asylum near Aix le Chapelle after the battle of Neuve Chapelle, according to a dispatch from Amsterdam.

Bavarian Crown Prince Wounded. London.—Crown Prince Rupprecht of Bavaria has been seriously wounded by a shell, according to the Daily Telegraph's Boulogne correspondent.

Argentina Suffers From War. Washington.—A large falling off in Argentina's customs receipts is expected as a result of the European war, according to advices to the state department from Buenos Ayres.



The great quantity of pure cotton in the Slumberite Mattress, many times compressed, always keeps its springiness. The powerful machine shown above is used to compress the fleecy layers of cotton that go into the slumberite. Once sewn into the tick, this cotton must stay in place. It cannot mat nor lump—every minute fiber retains the elasticity that makes the Slumberite so comfortable. Because it is well made, of pure cotton, and covered with the best ticking, the Slumberite is guaranteed. There is a store in town that sells the guaranteed Slumberite.

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Ontario Furniture Company

PROMINENT MEN DIE ON LUSITANIA

(Special to The Argus.)



ELBERT HUBBARD
Who is reported to have perished on the Lusitania.

With the torpedoing of the Lusitania, four Americans who stood at the top of their several lines of activity went to a watery grave.

There was Elbert Hubbard, editor of The Philistine, sage of East Aurora, called Fra Elbertus by his followers; Charles Frohman, perhaps America's greatest theatrical manager; Charles Klein, one of this country's leading playwrights, and Alfred G. Vanderbilt, member of one of the best known American families.

Elbert Hubbard was born at Bloomington, Ill., June 19, 1869, and received a common school education.

Alfred Gwynne Vanderbilt was a great-grandson of Commodore Cornelius Vanderbilt, founder of the Vanderbilt fortune.

He was born at New York, October 20, 1877, and was married twice, in 1901 to Elsie French of Newport, R. I., and in 1911 to Margaret McKim of London.

Charles Frohman, theatrical manager and producer, got his start in the show business as a seller of tickets at Hooley's theatre, Brooklyn.

Mr. Frohman was born in 1860 at Sandusky, Ohio.

Charles Klein was the author of a score of successful plays but three of them stand as among the leading suc-

cesses of the past decade. They are "The Third Degree," "The Music Master" and "The Lion and the Mouse."

GERMANY JUSTIFIES ACT

Germany Declared to Have Left Nothing Undone in Warning.

Berlin, via wireless to London.—The following official communication was issued here:

"The Cunard liner Lusitania was yesterday torpedoed by a German submarine and sank.

"The Lusitania was naturally armed with guns, as were recently most of the English mercantile steamers. Moreover, as is well known here, she had large quantities of war munitions in her cargo.

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E. COPE Moore Hotel Bldg.

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The Ontario National Bank

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