

# Editorial Section of The Ontario Argus

## ANNOUNCEMENT

This paper will run a series of articles the coming year in this space, one each week; designed to bring the merchant and the newspaper into closer touch with each other, and with the definite purpose of presenting veritable facts prepared for the merchant who wants a better business. These articles are being prepared under copyright by one who has for many years made a close study of advertising from the standpoint of the direct benefits to the merchant. The articles will analyse step by step the great problem of advertising a business.

Some of the subjects to be discussed are: Business boomers, kinds of advertising, best advertising, cheapest advertising, why advertise at all, how local merchants can kill mail order business, relation of newspaper advertising to other advertising, relation of newspaper to advertiser, relation of newspaper to public, relation of advertiser to progress of the town, relation of advertising and salesmanship, selecting advertising medium, requisites of good ads, difference in good and bad ads, difference in good and bad advertisers, the power in an ad, value of season advertising, value of display advertising, value of display advertising, value of illustrated advertising, honest ads and honest goods, descriptions in ads, etc., etc. These and other subjects will be handled in logical order. Later the articles will take up each individual kind of business and show what advertising will do for that business.

Keep your eye on this space and you will get something good, short and "hot off the griddle" each week.

## THE SUCCESS OF THE FAIR.

Who said Malheur County couldn't get together. Certainly none with any true conception of the true conditions. The unequalled success of the County Fair last week is surely enough demonstration that this County can pull together, and in a manner that would make a good many much smaller communities and larger ones too-ashamed.

For the great success of the 1915 Malheur County Fair was undoubtedly due to the efforts of the County as a whole. Not a district shirked their share of the work. Not a community that did not send either displays or visitors. And many of them sent almost unlimited numbers of both.

To show that the success of the Fair was not purely a local decision, but was so proclaimed by men well versed on the standards of County Fairs in this and other states, mention should be made of the great enthusiasm of J. W. Brewer of the Chamber of Commerce of Portland, and of H. H. Weatherspoon, District Fruit Inspector. Both men have attended practically every County Fair given in this state within the past few years. And when they say the Malheur County Fair is not surpassed by any, it means a whole lot to the people of this county who have worked so hard to make this fair a good one.

Mr. Weatherspoon not only compared this fair with other fairs of other counties, but compared it with the fairs of this county of previous years. He has been one of the judges in the agricultural and horticultural sections for the past three years. He says there has been much improvement in these exhibits each year, but perfection was not reached until this year. He says that the displays made here this season could be excelled by none. Not only were the best specimens of fruit selected for exhibition, but expert knowledge of how to build the displays, was shown.

If the exhibits at this fair could all be boxed and shipped to San Francisco and set up at the Panama-Pacific Exposition just as they appeared here, they would undoubtedly attract great attention. Many who have been to the 'Frisco fair, and who attended the fair here, state that there is nothing in the big exposition to outclass it.

The Malheur County Fair certainly has the undivided support of the entire county, and the officials realize that in order to keep the fair a continued success, this co-operation must continue. The "square deal to all" policy has been firmly established. There are no favored communities. At county fair time all troubles and differences are forgotten and the whole county works as one big family for one big result, "SUCCESS."

## TROUBLE AHEAD WITH MEXICO.

The latest outbreak on the southern border emphasizes, if, indeed, and emphasis were necessary, the fact that serious trouble is looming up in the not far distant future, in our relations with Mexico. No thinking man could doubt that the prospects of Mexico becoming pacified, are not the most promising, and our situation and responsibility grave. But lately there has been some slight hope raised in the minds of many that in some wonderful way the policy, or lack of policy, of President Wilson was, after all, going to come out all right for the Mexicans and for ourselves.

We were prepared a few days ago for the announcement, when the A B C diplomats meet again soon, that Carranza is to be recognized as the rightful head of the Mexican nation. We were told that "the time had now come" for recognition of some one in authority in Mexico, and that probably Carranza was to be that man. What hope there might be that with Carranza recognized as the rightful president of the so-called, misnamed "republic" of Mexico, there might be peace and tranquility brought to that unhappy land received a shock when several hundred Carranza troops fired across the line on American soldiers to cover the retreat of Mexican bandits who had battled two hours with American cavalrymen after raiding an American store at Progresso.

Whether the action of these soldiers was under directions of Carranza or any of his higher officials, or whether he promptly disavows the act, makes no difference. If we recognize Carranza we are sure to see more trouble in Mexico, and have more of it on our hands, too. If we don't recognize him we are going to have trouble, so there's trouble ahead whither way we turn.

Irrespective of the latest border incident the proposition to recognize Carranza at this stage seems a queer thing to do. He was the only one of numerous Mexican leaders addressed by the governments of North and South America, who spurned the offers to help bring peace, and hurled defiance at the diplomats. And yet he was selected as the probable man to be recognized. If recognition was the cure-all for Mexican ills—after a long term of abstinence from this remedy—why could not Carranza have been recognized before he was given opportunity to insult the governments of North and South America? Surely these diplomats knew weeks ago that if they must choose among the various leaders Carranza had as many claims then as he has now to recognition. It would have been less embarrassing. Now the action of his soldiers shielding bandits who battled with United States troops has added another most embarrassing situation.

Two facts, disagreeable as they are, cannot be escaped. They are: First, that the United States, and not the A B C diplomats must settle what to do and when and how to do it in Mexico; second, there are only two possible courses to be followed; either take some decisive and vigorous action, or do nothing at all. Heretofore the administration has attempted to straddle, and with lamentable failure. Had it not been for the war in Europe there would have been a much greater outcry against the policy of lack of pol-

icy of the president. But Wilson has acted patriotically and wisely in grave matters in connection with the war, and the horrors of that struggle have so impressed us that we have been lenient with his course in Mexico.

The sooner we get over the notion that the governments of Central and South America can render any real aid in settling the Mexican problem the better we will understand our duty and responsibility. There is no objection to their acting in an advisory capacity, and that is all they will do. Their advice would have some moral effect with a civilized nation; with Mexico in its present state of near-anarchy the moral effect from the combined action of all the nations of the world would be utterly wasted.

## PUBLIC SCHOOL ECONOMY

New York City, with its 800,000 school children, is in a bad way for lack of accommodations. The increase of children has far outrun the facilities for handling them. At the close of the last school year there were 132,000 pupils in school less than the regular number of hours, because there was no room for them. At present the number restricted to "part time" is said to be considerably over 100,000.

The board of education estimates that the new buildings required to provide adequate accommodations would cost from \$30,000,000 to \$40,000,000, and the city is so hard up that teachers' pensions are unpaid and the administration is planning a special assessment on personal property to make up the big deficit.

Now it happens that Mr. Wirt, the originator of the famous "Gary system" of instruction has been asked to submit an estimate of the cost of installing the system in all the New York schools. It has already been tried and proved successful in some of them. He reports that for \$6,000,000 the present school buildings and grounds could be put into proper shape to take care of all the children in the city.

There is a saving to begin with of \$24,000,000 to \$34,000,000. And the director of the public education association estimates, on the basis of Brooklyn experiments, that \$2,000,000 or \$3,000,000 a year could be saved in salaries, though that is less certain.

The enormous economy effected under the Wirt system is simply the result of making full use of a city's "educational plant," as a private manufacturer or merchant makes use of his factory or store. The school buildings are used all day. The children don't all come and go at once. They attend in shifts. And so the cost is less per pupil, in spite of the fact that they put in more hours a day than under other systems, and have wider opportunities for study, work, and play. There may be a saving in teaching expense, too, because the flexible system makes it possible to distribute the work more uniformly among the teaching staff.

The educational results obtained with the pupils themselves are, of course, the main consideration. That aspect has been much discussed, usually with conclusions in favor of the Wirt system. But the financial argument alone is calculated to appeal to any city, large or small, particularly when emphasized by the millions of dollars involved in the New York problem.

## COUNTRY LIFE REVIVING.

"Country life is dying in America because of the drudgery of the farmer and the lonesomeness of his life," declared a speaker in the International Irrigation Congress.

But the gentleman need not be so pessimistic. He is looking at the past rather than the present and future, and pondering the census returns of 1900 and 1910 when he might be figuring out the change that 1920 will reveal.

The old-fashioned farmer was indeed a slave of drudgery, and his wife a victim of lonesomeness. But those phases of agricultural life are passing.

Year by year improved farm machinery and better methods lessen the toil. The older generation of farmers scattered manure over the fields

with a pitchfork, walked behind the plow and harrow, sowed their seed by hand, reaped the grain with a cradle and threshed it with a flail. All such work is now done by machinery on an up-to-date farm. And even the useful but troublesome farm horses are giving way to gasoline engines that will pull the plow and haul wagons and saw wood and pump water and do all sorts of miscellaneous work.

It is vastly different for the farmer's wife, too. She is brought closer to her neighbors by means of the telephone and automobile. She has books and magazines and newspapers. She has the world's best music, at slight cost. She has more leisure as well as more "company."

Life on a prosperous farm is rapidly becoming more comfortable and pleasant than life in the city, and country people are beginning to realize it. The prestige of the city is failing. The farmer and his wife are coming to be envied instead of pitied, and with very good reason.

## PARCEL POST EXPORTS.

The postoffice department is reported to be working out a plan for the furtherance of our export trade through a radical extension of the foreign parcel post service. The details have not been made public, but it is understood that the plan contemplates taking off the present size and weight restrictions and making it possible to mail abroad anything that can now be mailed from one point to another in the United States.

The purpose is to bring the American manufacturer into direct relations with the foreign merchant or consumer. Hitherto the biggest manufacturers have had an advantage in the export trade, because they alone could afford the expense of developing it. The object of the government in this new project is said to give everybody an equal chance at the foreign markets, just as the domestic parcel post has already served to equalize opportunities in our own markets.

It looks like an admirable move. The federal trade commission is understood to be directly interested in it, along with the general promotion of export trade, although it was supposed to be primarily created to "regulate" business. May be business doesn't need so much regulating any more as people thought. Anyhow, it is well to have the various administrative departments of the government cooperating in a campaign to win all possible legitimate advantages abroad for American business, and in fostering business democracy in both our export and domestic commerce.

## THE FAIR'S SUCCESS.

In addition to the great success of the County Fair this year in the splendid displays of agricultural products of all kinds, the excellent programs and the great interest manifested through the record breaking attendance, the announcement of Secretary Grauel that the event was a decided financial success caps the achievement.

The result is gratifying, not the Fair is a money making proposition for it is not, but because it proves that the Malheur County Fair was an unqualified success. The work done by those at the head and their assistants was entirely without compensation and the people who did this are to be commended for their public spirit in giving their time and efforts and in the splendid manner in which they planned the four days programs and fulfilled all promises in carrying them out.

There are many incidental expenses in connection with the Fair and it requires funds to do this. To give it on a big scale so that the crowds can be attracted for miles to see the displays, requires more than the receipts from the gate. The Fair this year was undoubtedly a success and a credit to the great Malheur County spirit of accomplishment and cooperation.

Oregon's governor has designed October 9 as fire protection day in this state. Full sympathy with the idea by the people will save thousands of dollars to the wealth of the state.