

BEAUTY AND HEALTH

SHOULD BE EVERY WOMAN'S HERITAGE

It may be so if you will observe the simple laws of nature and protect your complexion. Our face creams and other toilet preparations will greatly improve the face, preserve the complexion, and otherwise assist nature in its work. Just ask us about the few simple laws of nature that insure perfect health. We know, and our know is yours for the asking.

THE ONTARIO PHARMACY



WINTER IS A TEST OF GOOD CLOTHES

But, why worry? We have a line of suits and overcoats here—Clothcraft by name—that will stand the wear and tear of winter weather.

And while they "wear like iron," so to speak, they are stylish too.

Come in and slip one on. They will "fill the bill" to the letter.

And you can rest assured that they will give satisfactory service, because they are guaranteed.

Your suit or overcoat may cost anywhere from \$10 to \$20.

TOGGERY BILL

The Clothcraft Store

Good Clothes for Men.

Sheriff, Ben J. Brown
County Commissioners, John F. Weaver, Melville Kelley

County Treasurer, J. Ralph Weaver
Assessor, Lewis E. Hill
School Supt., Pay Clark
County Surveyor, B. F. Farmer
County Coronor, R. O. Payne
Justice of the Peace (Ontario District), G. L. King

City of Ontario.
Mayor, A. W. Trow
Recorder, H. B. Grauel
Treasurer, C. W. Platt
Chief of Police, Dan Kerfoot
Night Marshall, Walter Burgess
Councilmen, E. A. Fraser, H. L. Peterson, S. D. Dorman, S. J. Spencer, H. C. Boyer

Circuit Court
Circuit Court for Malheur county meets in Vale, the county seat, on the second Monday in January; on the fourth Monday in April; and on the first Tuesday in September for regular sessions. Hon. Dalton Biggs, Circuit Judge; W. H. Brooks, District Attorney; John P. Houston, Clerk.

County Court
The County Court of Malheur County meets in regular session at Vale on the first Wednesday of January, March, May, July, September and November. County Judge, Geo. W. McKnight; M. D. Kelley and John P. Weaver, Commissioners; John P. Houston, Clerk.

THE ONTARIO ARGUS

PUBLISHED EVERY THURSDAY

Entered in the postoffice at Ontario, Oregon, for transmission through the mails as second-class mail-matter.

W. C. MARSH

THE ADS THAT PAY

The ads that are effective are the ads that are simple and filled with common sense. The common sense of the advertiser comes into play in the preparation of every ad, and the more ads he prepares the more experienced he becomes. It is the experienced advertiser after all who appreciates the value of newspaper advertising, knows how to advertise, and writes the ads that count.

If a merchant is going to advertise there is but three things for him to put into his ad—name the article for sale, tell why the article is good to have, and then say that he sells it.

An ad should catch the eye of the reader. This can be done by so preparing the ad as to have it easily distinguished from other ads in the paper. It is up to the advertiser or merchant to lay out his ads, and then he puts his own taste and ideas into his ads. By continually studying this phase of his advertising and putting his best ideas into practice he will find that his ads will grow in attractiveness.

Ads must interest by appealing to the intelligence of the people. For instance let us illustrate a good way to advertise soap. To make the soap ad interesting and convey information we might show the value of cleanliness, use and misuse of soap, value of this particular kind of soap, how it is made and the ingredients it contains, and wherein it excels other kinds of soap. In this way we secure the attention and interest, and if the soap can stand the test the ad will be convincing.

The attractive, interesting and convincing ads are the ones that sell the goods. They are the telling ads and those that pay.

WINTER CARE OF ROADS.

Water, not cold, is the cause of the deterioration of the roads in winter, according to the road specialists of the department. Cold weather does not itself injure roads, no matter whether they are earth, gravel, or macadam. In fact, an earth road will stand more traffic when it is solid and frozen than at any other time. Excess water, however, is always detrimental to the highway. When cold weather turns this water into ice, the damage that it does is greatly increased. Ice occupies considerably more space than the water from which it is formed, and every person who has lived in a cold climate is familiar with the powerful bursting effect of water when left to freeze in a confined vessel. The same action takes place when a wet road freezes to any considerable depth. It simply bursts, or, we generally term it in road parlance, the road heaves. After, when the frost leaves, the road is disintegrated and breaks badly. If this process is repeated a number of times during the winter, a gravel or macadam road may be practically destroyed, while an earth road may become entirely impassable.

A dry road will not heave. Rock, gravel, sand, and even clay when perfectly dry contract slightly on freezing. In order to expand on freezing, these materials must contain or be mixed with water, and the more water they contain the greater the expansion which takes place. But so long as the road remains frozen the damage does not become apparent. Hence the frequent and erroneous idea that it is the thaw which injures the road. The injury was done when the water in the road was frozen and the particles of the road surface—broken stone, sand, or still finer particles of earth or clay—were pushed apart by the expanding power of the freezing water. The thaw merely allows the ice to melt and assume its original volume as water.

The remedy is self-evident. Keep the water out of the road. The time to begin preventing measures is early in the fall, before the rains begin. If the roads go into the

winter thoroughly dry, with the surface and drainage in good condition, the chances are extremely favorable that it will come out all right the following spring.

Keep ditches and drains open. Remove all accumulations of weeds, grass, etc., which tends to retain moisture and obstruct drainage. Furthermore, do this work early, while the ground is dry and hard. Vegetation and litter hold water like a sponge and allow it gradually to soak in and soften the earth. The job before the road man is to keep the hard, dry surface formed in the summer time from becoming softened by the fall and winter rains and snows. When the fall rains begin the earth or gravel road should be dragged frequently to prevent the formation of ruts and the collection of water. All raveled places on macadam surfaces should be carefully filled in and consolidated.

During the winter, whenever a thaw is coming on, the cross drains and side ditches should be opened up as far as possible so as to prevent water collecting along the roadway. If the thaw is so pronounced that the roadway is softened, the drag should be used; sometimes one round trip of the drag, with the hitch reversed, will entirely rid the earth road of slush and melting snow and leaves the road surface practically dry. Don't get the idea that the drag is not needed on your earth and graveled roads in the winter time. Instead, keep it where you can get at it readily, for if the winter is an ordinary one you will need it many times.

Winter destruction begins in the early fall. The best way to prevent such destructions is to forestall it. Keep the road dry and remember that so long as it remains so it will not be seriously injured by frost. Keep the drains open, the ditches clear, remove all vegetation and litter, and use the drag frequently. If the road is kept dry to a depth of two feet below the surface there will be little trouble from the coldest winter.

PROFITABLE CROP ROTATION

The most profitable crop rotation does not consist merely in changing the crops around from year to year, regardless of the relation of the crops to each other. The central aim in all crop-rotation systems should be to leave each field in a better state of cultivation, better-physical condition, and reasonably free from pests at the end of each rotation cycle.

No hard and fast rotation system can be laid down for any community, but the most profitable system must be worked out for each farm and, indeed, for each field. There are certain general principles, however, that should be born in mind in this connection in order to accomplish the most satisfactory results. For soil improvement there should be at least one leguminous crop in each rotation cycle. To this class of plants belong the clover, alfalfa, peas, beans, etc. There should be also a sufficient quantity of live stock, especially milk cows, on each farm to utilize the roughage and to supply the desired quantity of stable manure, which, in addition to the green crops plowed under will furnish the necessary amount of humus to the soil. The conditions resulting from this treatment, if the soil is properly handled, will make the succeeding crops more vigorous and capable of offsetting, in some measure at least, the effects of any pests that may appear. Again, the successive crops in any rotation should be so selected and arranged that no two upon which the same pest may thrive will be grown in succession. The principles of disease control by means of crop rotation are based upon the fact that certain pests can thrive only on certain kinds of plants. Therefore, when the crops are changed and the food supply thereby cut off, the pest must perish or be greatly reduced in number.

The claim of Bryan at the time he handed in his resignation, that he would remain politically friendly with President Wilson is seen now to have been a mere pretense, or else the Nebraskan was fooling himself. When the question of national preparedness looms as one of the biggest issues before the people and the administration's defense program is denounced as "a departure from our traditions, a reversal of national policy, a menace to peace," etc., it looks like the biggest kind of a break between the head of the party and the former secretary of state.

A TASTY MONOGRAM. Engraved or Embossed.

on your correspondence paper gives the finishing touch of elegance—and a satisfied feeling that your stationery is absolutely correct.

Let us show you our samples of Ladies' MONOGRAMS AND PAPER THE ONTARIO ARGUS

CHEESE FACTORY OPEN NOVEMBER 1

New Plymouth.—The statement that the cheese factory here will be opened after being closed a year, and will begin operations sometime this week, is good news for the dairymen in this section.

A. D. Severance, a prominent cheese man of the northwest, has leased the plant for a term of years and will operate the factory. Geo. H. Webb of Portland who will be the cheese maker at the plant has arrived. Both men are experienced cheese men having successfully run some of the large plants in Tillamook county. Mr. Severance has guaranteed to pay the highest market price for milk and give all customers a square deal.

METHODIST NOTES.

Monday, November 1 the S. S. board of the M. E. church held a very satisfactory board meeting. A full corps of officers and teachers were elected and assistant teachers for nearly all of the classes.

Our Sunday school is growing rapidly and the outlook is good for a splendid year's work.

Following is the list of officers and teachers:

Supt., Henry Girard; Asst. Supt., J. A. Datty; Secy., Grace Benson; Treas., Mabel De Foe; Librarian, Mary Atherton; Bible class, Rev. C. C. Pratt; Banca class, H. H. Halde-man; Philathea, Mrs. Moore; Assistant Philathea, Mrs. Duncan; Buds of Promise, Mrs. McBratney; Assistant Buds of Promise Mrs. Abernathy Wesley Boys, Mrs. Mc Gonnigall; Assistant Wesley Boys, Mrs. Mc Dowell; Sunbeams, Edith Raver; Bethany, J. F. Datty; Little Blossoms, Mrs. Fox; Assistant Little Blossoms, Mrs. Taggart; Little Workers, Mrs. Effie Akers; Assistant Little Workers, Mrs. Watson; Beginners, Fay Pratt.

Sunday, Nov. 14.—The Rev. John Levotas will be here to begin an Evangelistic campaign. Bro. Levotas is an evangelist and lecturer of note and has had great success in revival work. He is a good clear speaker and an excellent singer and organizer, so if we will do our part we may expect a good meeting, one that will be of lasting triumph to our city. It is needless to say all are welcome for such services are always for everyone. Come C. C. Pratt, Pastor.

The Moore Hotel management announces to the public that, beginning Sunday, November 14, table d'hote dinners will be served in the main dining room, from 5:30 P. M. until 8:00 P. M. Price, 75c. Music. W. D. Torrey, Mgr.

FREE FREE FREE A full line of ruby glass ware on sale next door to McDowell's Store, all this week. Suitable Christmas presents for all the family, and engraving free. Buy now! It.

To Trade—I have 40 acres, two and a half miles from Midvale, Idaho, 20 acres cultivated—29 acres altogether that is good tillable land—balance pasture, good young orchard and small fruits, entire farm fenced, 18 acres hog fenced, 5-room house, good spring that runs all the year. Will trade for house and lot in Ontario. Inquire A. W. Trow. 45-2t.

For Rent—New five room bungalow. Ontario Laundry. 45tf.

DANCE—Saturday night—Moore Hall. Everybody invited.

Official Directory

United States President, Woodrow Wilson Vice-President, Thos. R. Marshall Secretary of State, Robert Lansing Secretary of Treas., W. G. McAdoo Secretary of War, L. M. Garrison Attorney-General, Thos. W. Gregory Postmaster-General, A. Burleson Secretary of Navy, J. Daniels Sec'y of Interior, Franklin K. Lane Sec'y of Agriculture, D. F. Houston Sec'y of Commerce, Wm. C. Redfield Secretary of Labor, W. B. Wilson Sec'y to the Pres., J. P. Tumulty

U. S. Supreme Court Chief Justice, Edward D. White Associate Justices, Joseph McKenna Oliver Wendell Holmes William R. Day James C. McReynolds Charles E. Hughes Willis VanDevanter Joseph R. Lamar Mahlon Pitney

Vale U. S. Land-Officers. Register, Thos. Jones Receiver, M. N. Pegtly

State Officers. Governor, James Withycombe Sec'y of State, Ben W. Oleott Treasurer, T. B. Kay Attorney-General, Geo. M. Brown Supt. of Public Instruction, J. A. Churchill Dairy and Food Commissioner, J. D. Mickie

State Printer, A. W. Lawrence U. S. Senators, Hary K. Lane G. E. Chamberlain Congressmen, W. C. Hawley N. J. Sinnott C. N. McArthur

State Supreme Court Chief Justice, Frank A. Moore Associate Justices, Thomas A. McBride Henry J. Bean George H. Burnett Robert Eakin Henry L. Benson Lawrence T. Harris

Ninth Judicial District District Judge, Dalton Biggs District Attorney, W. H. Brooks

Senator—28th Legislative Assembly Joint Senator, for Grant, Malheur, and Harney Counties, Loring V. Stewart

County Officers County Judge, G. W. McKnight County Clerk, John P. Houston

NATIONAL APPLE SHOW Spokane, Nov. 15-20

Excursions via OREGON SHORT LINE—Union Pacific System.

Tickets on sale—November 12, 13, and 14th. Limit, Nov. 25th.

See agents for rates and further particulars.

E. COPE, LADIES & GENTS TAILORS.

We have the latest novelties in Coatings for both sexes. Fine tailored suits made on the premises. Our prices are reasonable, and this is to be a strictly Tailored Suit Season for the ladies. The styles you get from stores were made up last summer.

We have the up-to-the-minute styles.

E. COPE & WIFE TAILORS & DRESSMAKERS Moore Hotel Block.