

ONTARIO SEMI-WEEKLY ARGUS

W. C. Marsh, Publisher.

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(Always in advance.)

Published Every Tuesday and Friday.

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

Advertising and News.  
News is any "recent or fresh intelligence or information concerning any matter or event," and advertising is giving news relating to a business. The ordinary doings and happenings are not news. To instance to say that Jones, the dry goods merchant, sells calico, is not news. But to say that Jones sells calico 25 per cent below regular price is news, business news, and advertising.  
That advertising may be effective, productive, and stimulating to business it must be done in the way of conveying information. To say that Smith is still making good goods honestly, and that the people ought to eat his product, conveys neither specific nor interesting information. But to show why Smith's goods are good, how the goods are made and why they are made that way, why they are palatable, why digestible, and why healthful, are all points of interest conveying intelligence. Of course the news must be told by the advertiser in a way that is convincing. Everyone is open to conviction. It is up to the advertiser to demonstrate the real value in any product for sale. Every good product will profit by this test for the people are quick to take up with anything they know is good, and skeptical about a product of which they know nothing. If a product cannot stand the test of publicity it will go off the market as it should. And a merchant whose business cannot stand the test of publicity will not make a success of his business.  
When the merchant puts the same arguments and intelligence into his ads that a good salesman puts into his talks to sell a commodity, then will newspaper advertising become immensely profitable.

# THANKSGIVING, DINNER

## MOORE HOTEL CAFE

W. D. TORREY, Mgr.

Your attention is called to the following Menu which will be served from 12 to 3 and from 5 to 8 in the Moore Hotel Cafe on Thanksgiving Day, Thursday, November 25. \$1.00 per plate.

Oysters on Half Shell		
Celery en Branch	Salted Almonds	Queen Olives
Consomme Royal		Mock Turtle
Filet of Sole, Tartare Sauce		
Julienne Potatoes		
Chicken Patties with Mushrooms		
Queen Fritters, Rum Sauce		
Creme de Menthe Sherbet		
Roast Young Oregon Turkey, Chestnut Dressing, Cranberry Jelly		
Roast Goose, Baked Apple		
Prime Ribs of Beef au Jus		
Asparagus Tips on Toast		Sugar Peas
Candied Sweets		
Mashed Potatoes		Steamed Potatoes
Fruit Salad		
English Plum Pudding, Hard and Brandy Sauce		
Pumpkin Pie	Hot Mince Pie	Apple Pie
Tutti Frutti Ice Cream		Assorted Cakes
Nuts and Raisins		Roquefort Cheese
Toasted Bents		
Cafe Noir		

### NOTICE OF ELECTION.

NOTICE IS HEREBY GIVEN, That the City Council of the City of Ontario, Malheur County, Oregon, did at its regular meeting held November 1st, A. D. 1915, consider and pass a resolution declaring that a GENERAL CITY ELECTION, shall be held in the City of Ontario, on the first Monday in December, 1915, to-wit, December 6th, 1915, for the purpose of electing a MAYOR, for the term of two years, a TREASURER for the term of two years, THREE COUNCILMEN for the term of two years, and ONE COUNCILMAN for the term of one year.

Appointing S. F. Taylor, A. L. McDowell and J. H. Denison as Judges of said election, and E. M. Greig and E. H. Test as Clerks of said election.

Requiring said election to be held at the City Hall in the City of Ontario, on the aforesaid date, to-wit,

December 6th, A. D. 1915, the polls to be opened at eight o'clock in the forenoon and to remain open until seven o'clock P. M. except one hour from 12 o'clock Noon until one o'clock P. M., and in all things and respects to be held as by law provided.

Suggesting to the electors of the City that a NOMINATING CAUCUS be held at the City Hall at 8 P. M. of November 29th, 1915, for the purpose of nominating candidates for the aforesaid offices.

Done and dated this 3rd, day of November A. D. 1915,  
By ORDER OF THE CITY COUNCIL.

Attest,  
Harry B. Grauel,  
City Recorder.  
First publication Nov. 4, 1915.  
Last publication Nov. 25, 1915.

ONTARIO FLORAL CO. Orders taken for cut flowers. Argus Office, Ontario.

**Vacations on the OREGON COAST**  
**CLATSOP BEACH**

At the end of the historic Lewis and Clark trail, on the Pacific Ocean, lies 25 miles of forest-skirted surf-washed CLATSOP BEACH. Big, modern hotels at GEARHART and SEASIDE. Fine bathing in Surf and two \$35,000 Natatoria. Marifold amusements, golf, tennis, etc. Inexpensive hotel, cottage and camp accommodations.

**"ADELPHI" JOURNEY for YOU**  
A LONG the grand scenic Columbia on "The North Bank Road" Limited Trains to Portland, thence thru the picturesque "Holland of Oregon" and Astoria to the Oceanside. STOPOVERS on Exposition Trips via North Bank and the fast new 3 million dollar steamships "Great Northern" and "Northern Pacific."

Send for Our Vacation Booklet  
**\$21.65**  
**Round Trip**  
Particulars of Ticket Agent  
**Oregon Short Line**

We wish to call the attention of our patrons and friends to the fact that during the remainder of this month, they can buy

# Woven Wire Fence

for less money than they will be able to buy it for after that date—We are giving a Discount of

# 5 per cent Off

on all styles which we will continue to do until December 1st.—There has been a number of advances off late in the price and indications are that it will still go higher. Buy Now and get the benefit of our last spring's purchase.

**DISCOUNT WILL BE TAKEN OFF DEC. 1st. 1915**

# McNULTY & CO.

# PRINTING Helps Business

EVERY man who has made a success of business has been lavish with printers ink.

Many a man is judged by his Stationery --Well printed letter heads, envelops and bill heads indicate a Live Wire in any business. "Perfect Printing" is our motto.

Let us print your **WEDDING INVITATIONS** We will do a neat job of it for you.

Are You Planning to Give a Party? Invitations, Reception and Visiting Cards --promptly and correctly printed-- call and see our many samples.

Circulars printed neatly and quickly-- They will reach the buying public-- Let us quote you prices.

ENGRAVING -- We represent some of the leading engraving houses and we invite you to call and see our samples for Christmas and New Year.  
All cards made to special order and delivered December First.

# The Ontario Argus