

ONTARIO SEMI-WEEKLY ARGUS

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HOW TO REDUCE SELLING COST.

Every merchant is in business for a profit—not gross profit but net profit. Gross profit is the difference between purchase price (or producing cost) and the selling price, while net profit is the difference between the purchase price plus selling cost and the selling price. Every merchant knows that if the selling price does not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business. To remedy this he must do one of the three things—reduce purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price a little by buying in quantities, or watching the market and always buying safe—but the purchase price is always fixed by others and he must pay their price. Of course if the article is one the merchant produces himself he may reduce the cost of production. The merchant may increase the selling price, although the demand and competition have a great deal to do with fixing the selling price. But the selling cost is in the hands of each merchant. It is by manipulating selling cost that each business becomes a success or a failure. Therefore it stands each merchant in hand to reduce his selling cost. Every merchant could handle more business than he now handles with the same selling force. By increasing the sales with the same selling force the selling cost is reduced. The problem for the merchant is to educate people to want his goods and buy them. John D. Rockefeller said "The great cost in business is waste." To do away with this waste or reduce it to the minimum is the object of advertising. Judicious advertising still increases sales and reduces selling cost and...

men and mayor selected last night will make a strong working organization, and there is no question as to their qualifications to cope with the intricate problems. Mr. Homan, as mayor, will make an official who is not attempting something new, for he has been identified with the city government in the capacity of council man, long enough to be thoroughly acquainted with the duties of the office.

GENERAL SCOTT



General Hugh L. Scott, chief of staff of the army, sent to Naco, Arizona.

It will pay you to see Mrs. Burkhardt's samples before making up your carpet rugs. Carpet and rugs woven to order by Mrs. S. Burkhardt, Wyoming & Grant St., southeast of the Catholic church. 441f.

BULLS FOR SALE

Registered Short Horns, ages 7 to 18 months. At Moore Stable. These bulls are direct from Iowa. 2-2t.* H. A. CHAPMAN.

DANCE—Saturday night—Moore Hall. Everybody invited.

ELECTRICAL PROSPERITY WEEK

Arrow Flour

ON SALE AT

Wilson Bros & Co.

THIS FLOUR WILL BE DEMONSTRATED AT THE ELECTRIC INVESTMENT CO'S OFFICES

SATURDAY, DEC. 4th

ELECTRICALLY BAKED TEA BISCUITS WILL BE SERVED WITH WILSON BROS. & CO. VALET BRAND OF COFFEE.

Ladies Especially Invited



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

THE DOMINICAN SISTERS WILL HOLD A BAZAAR FOR THE BENEFIT OF THE HOLY ROSARY HOSPITAL ON DECEMBER 9th, 10th., & 11th., IN THE BUILDING FORMERLY OCCUPIED BY CRANK'S STORE.

OUR JOB WORK ADVERTISES ITSELF GIVE US A TRIAL—We Guarantee to Please

The annual field at the city hall last night proved to be the best attended event of the kind in the history of the city, and demonstrates the unusual interest being taken in the affairs of the city by the residents. Some very grave problems face Ontario during the coming year and the people as a whole are showing their willingness to share their part of the burden.

The prohibitionists have behind them a clean, efficient nation. The city is in excellent stead and has been ably governed. But on account of the new conditions which will arise the next year it is necessary that city officials have the co-operation of the serious thinking citizens. Ontario will be a dry city next year. A majority of the voters of Oregon have deserted for a dry state, and it is up to Ontario to do her part in making the state dry. The law, such as it is, should be enforced to the letter. It is hoped a new legislature will pass a new law, which will better serve the interests of both factions to the prohibition movement.

In working out the problems of the city for the coming year, the council

O. A. C.

FARMERS' AND HOME-MAKERS' WEEK and RURAL LIFE CONFERENCES January 3 to 8, 1916

Live Information, Practical Help for the Home the Farm, the Community.

Conventions of Oregon's Greatest Industries Conference on one of our Most Vital Problems

LECTURES—DEMONSTRATIONS—EXHIBITIONS—ENTERTAINMENTS

Two thousand people attended last year. It is a great place to make friends—with live thinkers and live thoughts—good workers, and good work.

WINTER SHORT COURSE

January 10 to February 4, 1916

Practical Agricultural Course in a Nut Shell. Applied Science in Actual Work of the Farm and Household.

courses in FRUIT RAISING, FARM CROPS, SOILS, STOCK RAISING, DAIRY WORK, POULTRY RAISING, GARDENING, COOKING, SEWING, HOUSEHOLD ARTS, HOME NURSING, BUSINESS METHODS, ROAD BUILDING, FARMING, MECHANICS, RURAL ORGANIZATION, MARKETING.

Correspondence Courses Without Tuition. Expert Instruction in Music. Reduced railroad rates.

For program write to The College Exchange, Oregon Agricultural College, Corvallis. (15-12-1 to 13)

Prices Reduced

ON LADIES' SUITS AND COATS



ALL SUITS AND COATS AT SPECIAL REDUCED PRICES. IF YOU HAVE NOT MADE THAT PURCHASE YOU CAN MAKE A BIG SAVING NOW—ONE-FOURTH TO ONE-THIRD OFF ON ALL SUITS.

CHILDRENS COATS AT A BIG SACRIFICE. LET US SHOW YOU.

Lampkin's CASH STORE

GOATS GOATS

WE are going to give you our entire line of Ladies', Misses' and Children's Coats for this week only at a 25 Per Cent Discount.

If you haven't already bought your coat for yourself or for the children, you can't afford to miss this Big Saving to you

- \$15.00 COATS \$11.25
- 10.00 COATS 7.50
- 7.50 COATS 5.65
- 5.00 COATS 3.75
- 4.00 COATS 3.00

The season for coats is just starting ---why not take advantage of this Big Offer.

Golden Rule Store

ONTARIO ---The Store With the Little Prices--- OREGON