

HASTMAN KODAKS

FILMS AND SUPPLIES

The Ontario Pharmacy

SEE THE BIG SPECIAL LINES OF SOAPS AND ALL KINDS OF TOILET ARTICLES NOW ON DISPLAY — THE BIGGEST AND BEST LINE IN THE COUNTY AT PRICES WHICH ARE NOT ONLY RIGHT BUT REASONABLE. WE CAN SUPPLY YOUR EVERY WANT IN THIS LINE.

The Rexall Store

PRESCRIPTION SPECIALISTS

HAVE A REXALL REMEDY CURE THAT COLD NOW

METRO
can't make
all the
motion
pictures
SO—



METRO
MAKES THE
GOOD
ONES

RETAILMERCHANTS AID TO PROGRESS

Community Depends on Store-keepers' Progressiveness.

CLOSE TEAMWORK NEEDED

Cities and Towns Are Central Places For the Distribution of Merchandise. Therefore There is a Close Relation Between the Retail Merchant and the Success of His City.

Why is a city? Because there must be a central place for the distribution of merchandise, says Dr. Frank Stockdale in the Town Development Magazine.

Cities and towns were originally created for this purpose, and they have never lost this primary function, even with the addition of manufacturing interests.

This being so, it is easy to see the close relationship between the retail merchant and the success of his city. The people follow commerce. If the merchant through his retail business fails to provide that standard of barter and exchange the people demand, his city will suffer as a city. I challenge any one to point to a city that is known as a live city that does not have alert, progressive and aggressive merchants. By the same token you will find the dead, declining city the home of merchants who are dead to their opportunities and to the possibilities of retail merchandising.

Every dollar that goes across the counter of a store puts 30 cents into circulation. This money goes to pay salaried people, landlords, bankers, delivery men, insurance, taxes and every other kind of contribution toward the upbuilding of the local community. If those 30 cents are being put into circulation infrequently that community as a whole will feel the lack of those things which go to make it a desirable place in which to live and work.

The development of his city is in a large measure directly up to the retail merchant. In the degree in which he develops or fails to develop those things which make for good merchandising his city will be developed or retarded. In saying this I do not wish to add anything that burdens the retail merchant now carries, but they are facts of existence and progress in our city life which must be faced.

This is not a criticism of retail merchants either individually or collectively. They are not wholly responsible for the evolution in business that has taken place in this country in the last ten years. They cannot be wholly blamed for the fact that their competition has shifted from the fellow across the street to the department stores of the larger cities and the mail order-concerns of national scope. Improved transportation and means of communication have brought these things about, and the average retail merchant finds himself facing a condition for which he is ill prepared. He finds the conditions of merchandising changed almost overnight, while he and his store remain the same. But he cannot shirk the responsibility that affects his directly and every member of his community indirectly. This is the responsibility of keeping at home the trade which is drifting away, carrying with it in its drift the people who make his city and all that city stands for.

The situation, however, is not hopeless. The retail merchant is awakening to his problems and is finding the method of solving them. Just now he is pausing long enough to analyze the whole problem which confronts him. The retail merchant has at last realized the vital and fundamental fact that all the competition that has been and is causing him worry is competition that uses that modern weapon—advertising.

The retailer has taken stock of himself in a measure, and he finds that the only competition that has ever really disturbed him and his community comes from the merchants who advertise. Today he also realizes that advertising is not merely a matter of space. He must use space, but he must use that space to say something really worth while. And to say something that is really worth while he must do something that is really worth while. Stripped of verbiage, the whole proposition comes back to one of common sense and efficiency in retailing.

A MODEL TOWN.

Gary, Ind., the model steel town of the country, has been built on plans worked out to the minutest detail before the first sod was turned. As a result of this thoughtful preparation it is a model of efficiency. The vast industrial plant is no more complete and economical in operation than are the homes of the workmen. Co-ordination of effort between the steel corporation and its employees has made the Gary plant the leader in steel production. Those who live and work there are able to keep down expenses and enjoy life. There is no patronage or paternalism about it, but there is sympathy and co-operation that creates true efficiency.—New York Commercial.

CITY TREE PLANTING.

Commissioner Ward of New York City Urges Citizens to Provide More Shade.

You will be a better man, live a happier life and your property will be worth more if you plant a tree in front of your house, according to Park Commissioner Cabot Ward of New York city, who recently issued an appeal to New Yorkers to let him be the gardener for the whole city.

In his guide to would be tree planters Mr. Ward said that in Manhattan there are only 15,000 trees and they are disappearing five times as fast as they are being replaced.

"The streets planted with regularly spaced trees enhance the beauty of the



STREET PLANTED WITH REGULARLY SPACED TREES.

locality and indirectly of the entire city," the commissioner said. "They add charm to the finest architecture and improve muddy and forbidding surroundings. Each dwelling, apartment house and restaurant derives a direct advantage not merely in improved appearance but in a very real and important way from the cooling shade."

The commissioner recommended a system of planting by which all the residents in a block would unite to plant trees on it. The following trees are recommended for New York streets: Original sycamore, Norway maple, red oak, platanus, European linden, Scotch elm, pin oak, Carolina poplar and aliantinus.

Following is some more advice the park department gave:

"Early spring and fall are the two periods when planting can be done successfully. It is important, however, to start preparations in advance. Do not wait until the best trees are sold out, but order your trees at once."

After you get the trees this is what should be done:

"Dig the hole in accordance with specifications the park department will supply. Replace the old, impoverished soil with rich, mellow loam. See that the roots of the trees are protected and kept moist from the very minute they arrive until they are placed in the soil. Before placing the trees in the pit the roots should be examined, all bruised roots cut off smoothly and the ends covered with coal tar. The tree should then be set in the hole at the same depth as it stood in the nursery. The roots should be carefully spread out and the soil worked in tightly among the rootlets. More good soil should then be added and stamped and before the last layer is filled in thoroughly watered. The last layer should remain loose.

"During the first season the tree should be watered and cultivated at least three times a week, especially on hot summer days."

THE OUTLOOK

For business during the coming year is very good; if we can be of any help to you, call on us; we realize that the 'live' banker must indeed be alive to the needs of his community and patrons, and to assist in every way consistent with good judgement and safety. Come and see us; if we do not help you we will not hurt you.

Make our bank YOUR bank.
"We give service that serves."

ONTARIO NATIONAL BANK

THE UNIVERSAL INSTRUMENT

Thirty years ago the telephone was a luxury. Today, through personal initiative and private enterprise, it has become a necessity within the reach of everybody. Where once a business had but one telephone with a limited talking range, today that business has service with a range three-quarters of a continent broad, and every branch of every business is linked to every other by an intercommunicating telephone system.

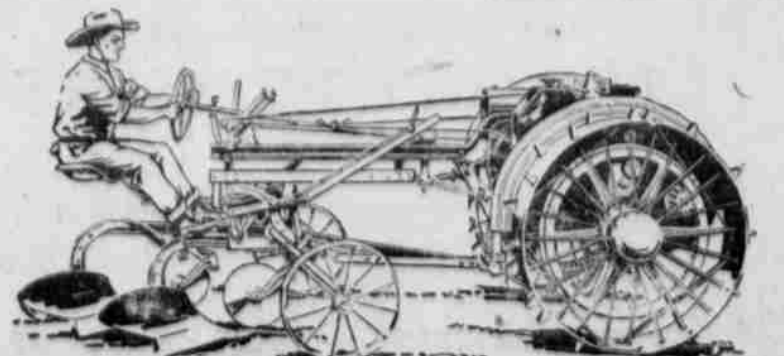
The telephone has earned its responsible place and there are now 8,000,000 Bell telephones in this country, over which go 26,000,000 talks daily.

Every Bell Telephone is a Long Distance Station.
Malheur Home Telephone Co.

Range and Alfalfa

Land at reasonable prices and on 10 years time at 6 per cent interest. We have 500,000 acres for you to select from.

Oregon Western Colonization Company
ONTARIO OREGON



THE MOLINE UNIVERSAL TRACTOR—for plowing, harrowing, planting, cultivating, haying, harvesting. All field work and 10 to 12 horse power on belt.—WHITE & QUICKERT. At Studebaker Co.

The Children

The children of today will be the men and women of tomorrow, doing the world's work as best they can.

Isn't it important that they be given as much training as possible to perform the tasks sure to be assigned them? Of course. You prove this by sending the youngsters to school. You want them to have a good education. Are you making that education complete and practical? Is the child being taught where about money matters or the saving habit? Many parents have induced their children to open little savings accounts at our bank and they are quick to learn, and proudly lend to their own banks and banks for deposit. You should see it if that your boy or girl has these important lessons now. We will gladly assist them.

First National Bank
Ontario, Oregon
"A GOOD BANK IN A GOOD COUNTRY"

Good Nursery Stock Cheap

FULL LINE OF NURSERY STOCK. ALL BEST VARIETIES. FRUIT, SHADE TREES, BERRIES AND VINES, ACCLIMATED TO THIS COUNTRY. WRITE FOR DETAILS OR CALL AND EXAMINE STOCK.

EVERBEARING RASPBERRIES AND STRAWBERRIES — BEAR ALL THIS SEASON.

Inter-Mountain Nursery

H. S. WAYNE, Proprietor PAVETTE, IDAHO.

We want so much to put one of our electrically operated Apollo Player-Pianos in a home in Ontario that we will make a big discount on the first one, knowing that enough orders will follow to warrant the sacrifice. It plays by hand and pedals also. A letter of inquiry will do no harm. Or you may ask Mrs. Weese in Ontario. Wise Piano House, Boise, Idaho.

ALL THE YEAR 'ROUND.

Oregon Short Line week-end and Sunday rates have been so popular that they will be continued indefinitely. On sale every week, all the time. They are for your convenience; use them frequently. Ask O. S. L. agents.

Mrs. E. Cope Ladies' Tailor and Dressmaker, Phone 91-M.